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Broadcast Advertising

Published Semi-Monthly • Vol. 4 No. 8

WASHINGTON, D. C.
APRIL 15, 1933

Canada and Foreign
$4.00 the Year

$3.00 the Year
15c the Copy

WBBM

(Western Key Station of the Columbia Broadcasting System)

—is now carrying the largest volume of advertising in its history

WBBM is carrying more local and national 'spot' advertising than ALL the other major Chicago stations combined—with three out of four of its clients on renewals. Sales in 1933 are 14.1% ahead of 1932. Sales in 1932 were 15.2% ahead of 1931. You don't have to theorize about *these* results!

For Complete Details and "Open-Time" write to:

WBBM—410 N. MICHIGAN AVENUE, CHICAGO

or to **RADIO SALES, INC.—485 Madison Ave., New York**

Now . . . *Hygrade Sylvania Announces*

A Complete Electronics Department

■ full production facilities ■ leading electronics engineers

FOR more than 30 years, the Hygrade Sylvania Corporation, and its predecessors have supplied the electric light industry with standard lamps of highest quality and uniformity. And since earliest days of radio, this company has pioneered in the development of radio tubes.

Now, with the formation of its new Electronics Department, the Hygrade Sylvania Corporation expands to meet the newer demands of electronics. In addition to lamp bulbs and radio set tubes, this company now produces radio transmitters, transmitter tubes, special receivers, industrial tubes and custom-built electronic devices of every specialized nature.

A technical staff composed of William J. Barkley, General Manager; D. F. Replogle, Chief Engineer; Victor O. Allen, Assistant Chief Engineer; and 22 other electronics engineers and executives, all formerly associated with the DeForest Radio Company; a complete research laboratory fully equipped for any purpose required in the electronic art; and ample production facilities insured by a new fully equipped plant where all electronics work will be coordinated—all of these factors add to the Hygrade Sylvania resources the same skill and knowledge responsible for today's most important commercial applications of electronics.

The Hygrade Sylvania Corporation invites you to avail yourself of its technical experience, and vast production and research facilities. For consultations, write to:

THE HYGRADE SYLVANIA CORPORATION

Electronics Division

64 Lakeview Avenue **Clifton, New Jersey**

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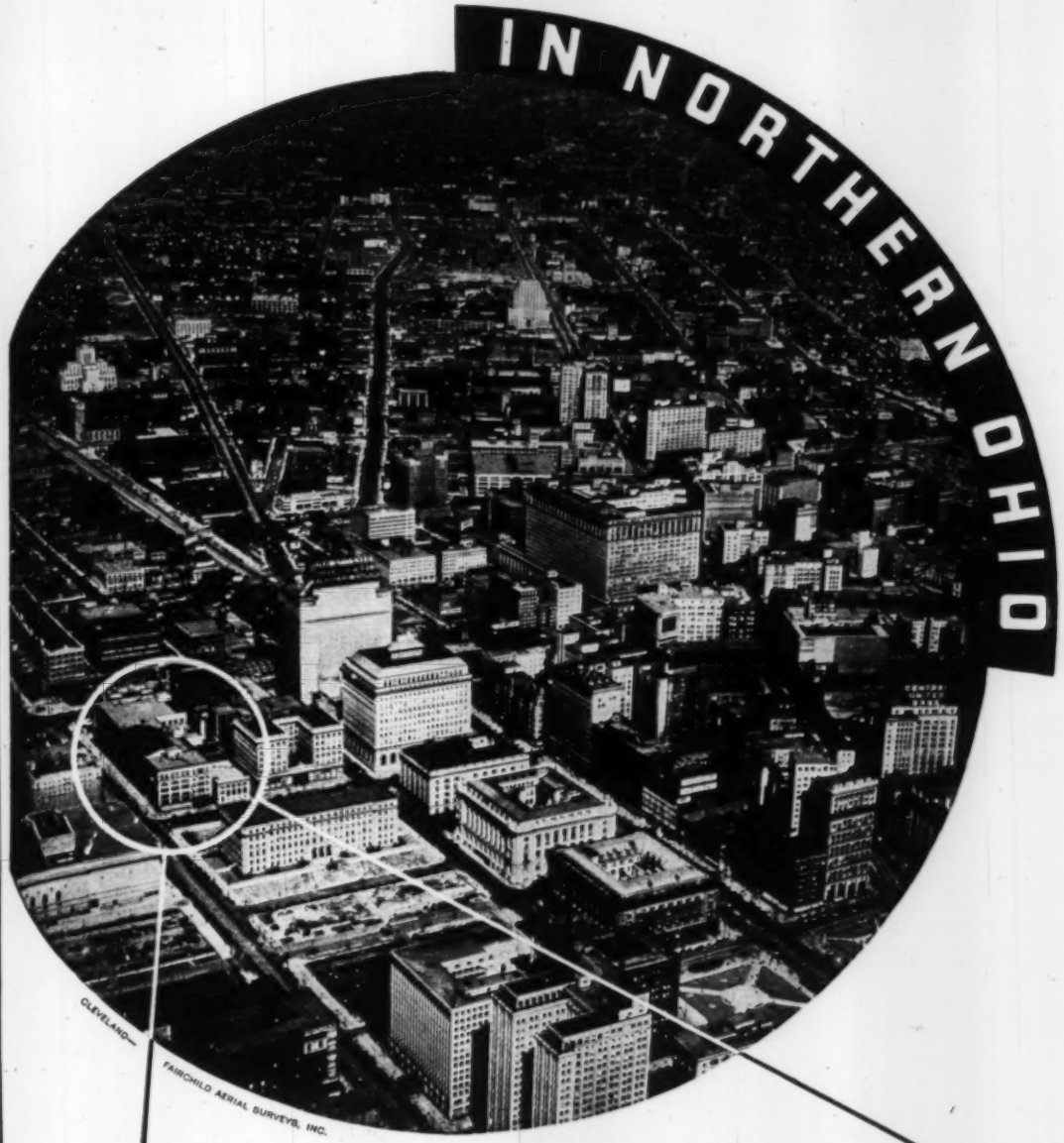


There can be no question about the dominance of WTAM, Cleveland, in a wide area which includes northern Ohio, eastern Michigan, northern Indiana and western Pennsylvania and New York. No matter from what point of view you consider it,—coverage, popularity or results achieved,—statistics and surveys show an overwhelming preference for WTAM.

An interesting chart, "Thirty Major Markets," tells WTAM's story better than words. Copies are available at the office of the NBC Local Service Bureau nearest you. Send for it.

it's WTAM

NBC

LOCAL SERVICE BUREAU

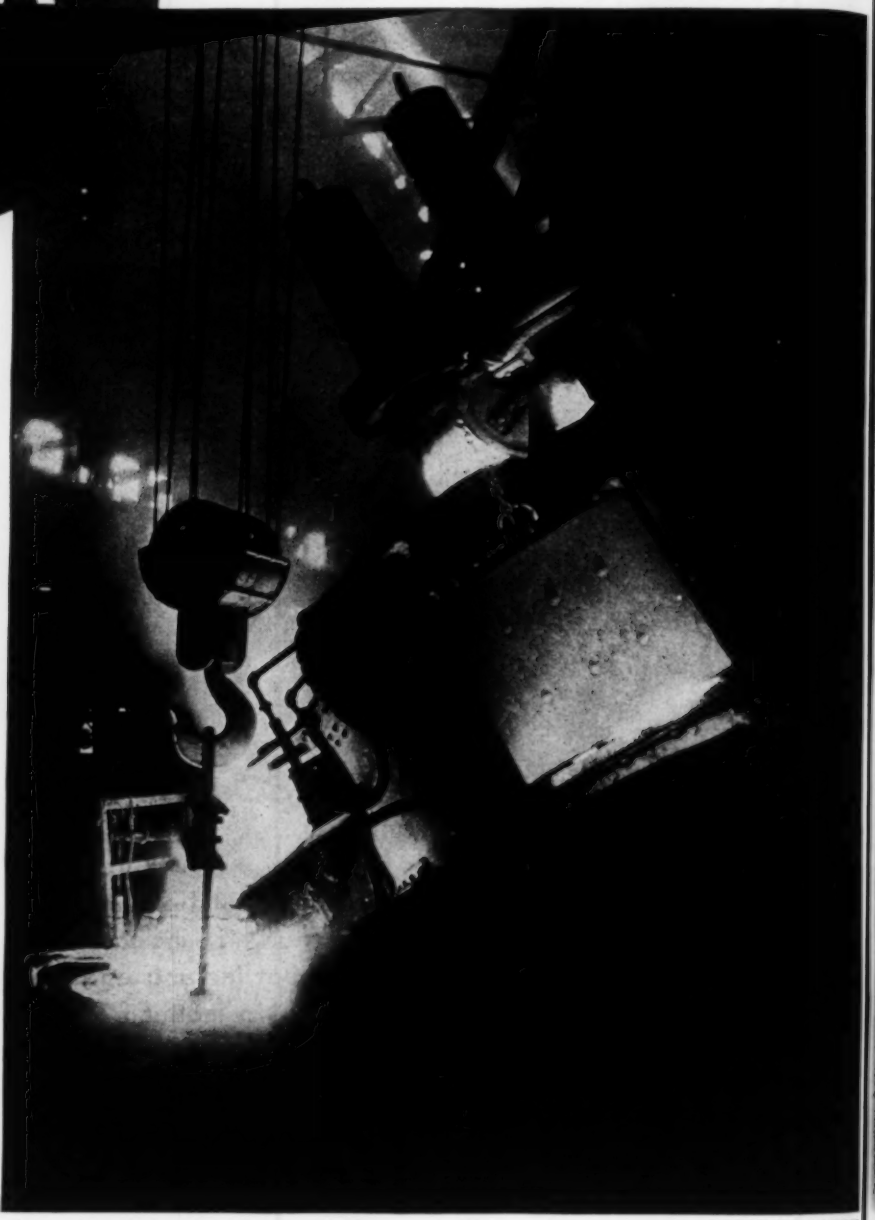
NEW YORK • CHICAGO • SAN FRANCISCO

WEAF & WJZ WMAQ & WENR KPO, KGO & KYA

BOSTON • WBZ SPRINGFIELD, MASS • WBZA SCHENECTADY • WGY WASHINGTON, D. C. • WRC & WMAL
PITTSBURGH • KDKA CLEVELAND • WTAM DENVER • KOA PORTLAND, ORE • KEX SPOKANE • KGA

ONE CONTACT FOR SEVENTEEN STATIONS SIMPLIFIES LOCALIZED BROADCASTING PROBLEMS

IN PITTSBURGH *it's* KDKA



MARGARET BOURKE-WHITE

KDKA, the pioneer broadcasting station of the world, has always been an influential factor in the radio business. A pioneer in the development of successful commercial programs, KDKA has grown with the whole broadcasting industry, its prestige and popularity increasing with the years.

To reach — and effectively cover — the rich, heavily populated market of which Pittsburgh is the center, use the facilities of KDKA. Its tremendous power (50,000 watts) and outstanding programs, both network and local, assure a maximum, responsive audience at all times. For records of results and availability of time, write or telephone the nearest office of the NBC Local Service Bureau.

NBC LOCAL SERVICE BUREAU

NEW YORK • CHICAGO • SAN FRANCISCO
WEAF & WJZ WMAQ & WENR KPO, KGO & KYA

BOSTON - WBZ SPRINGFIELD, MASS. - WBZA SCHENECTADY - WGY WASHINGTON, D. C. - WRC & WMAL
PITTSBURGH - KDKA CLEVELAND - WTAM DENVER - KOA PORTLAND, ORE. - KEX SPOKANE - KGA

ONE CONTACT FOR SEVENTEEN STATIONS SIMPLIFIES LOCALIZED BROADCASTING PROBLEMS

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WIL IN ST. LOUIS GRANTED FULL TIME

A Distinctive Mark of Merit Such as This *Must* be Deserved

WHY..?

Serving the public faithfully over a period of *eleven years*, WIL has written into the air the following outstanding achievements in this great metropolitan area.

FIRST...commercial station on the air in St. Louis

FIRST...to broadcast baseball play-by-play

FIRST...to broadcast boxing blow-by-blow

FIRST...to broadcast police news

FIRST...to broadcast election returns

FIRST... to have its own news-gathering organization

FIRST...to provide consistent, nightly assistance to those in distress or need

FIRST...to have its own Washington news correspondent

FIRST...to broadcast music by remote control

In fact, "first" has come to be such a customary habit with WIL that listeners of this area have learned to look upon this station for leadership.

You Cannot Adequately Cover St. Louis Without Using WIL

ST. LOUIS, MO. **WIL** **ST. LOUIS, MO.**

News Flash!

Washington, D. C., April 3rd. In a decision rendered here today by the U. S. Court of Appeals, radio stations WMCA and WPCH are now authorized to unite for full time operation on the 570 k. c. channel in the New York metropolitan area, thus sustaining the verdict of the Federal Radio Commission.

By virtue of this important decision WMCA-WPCH becomes the first full time New York independent station.

■

America's Premier Regional Station

WMCA

THE "AIRLINE" TO THE

NEW YORK

METROPOLITAN AREA

KNICKERBOCKER BROADCASTING CO. • • • • INC.

DONALD FLAMM, *President*

WMCA BUILDING
NEW YORK CITY

CHICAGO OFFICE
FREE & SLEININGER
180 NO. MICHIGAN AVE.
CHICAGO, ILL.

BROADCASTING
and
Broadcast Advertising

VOL. 4 NO. 8 WASHINGTON, D. C. APRIL 15, 1933 $3.00 PER YEAR—15c A COPY

NAB Opens 3-Point Attack On ASCAP

By SOL TAISHOFF

Failure of New Parley Brings Program Bureau Formation, Decision to Litigate and to Promote Legislation

ABRUPTLY turned away by E. C. Mills, general manager of the American Society of Composers, Authors & Publishers, in a new effort to negotiate downward revision of the musical copyright contracts thrust upon broadcasters last fall, the National Association of Broadcasters will embark at once upon a three-point plan having as its objective the complete release of the industry from the grip of the copyright pool.

With the law firm of Newton D. Baker, special NAB copyright counsel, leading the way, the first step was taken last week with the incorporation of the Radio Program Foundation, established to set up a wholly-owned music and program material reservoir for radio. The breaking off of negotiations with ASCAP on April 4, when Mr. Mills refused point blank even to consider lower fees, means immediate steps will be taken for litigation against ASCAP under the direction of Mr. Baker —a move that had been held in abeyance until all hope for reopening of conversations was dissipated. Remedial legislation to check the activity of ASCAP is the third phase.

Calm Precedes Action

THE DECISION to proceed against ASCAP was reached in New York April 5 after Mr. Mills had been called upon by a committee of NAB officials, headed by Alfred J. McCosker, NAB president and director of WOR, Newark. For more than a month, copyright affairs had been quiescent, since it was the desire of the NAB board of directors to clear the atmosphere of all hostility pending an effort to reopen negotiations in compliance with repeated statements by Mr. Mills that he stood ready to confer with the NAB on such a revision.

After preliminary conversations between Mr. Mills and Joseph C. Hostetler, law partner of Mr. Baker, a committee of the NAB met with Mr. Mills April 4. Isaac D. Levy, WCAU, Philadelphia, chairman of the NAB special finance committee, accompanied Messrs. McCosker and Hostetler.

Hardly was the meeting under way, before Mr. Mills announced that there would be no revision of the contracts, except upward. In other words, he told the committee which had come to confer with him in response to his constantly reiterated assertion that he was ready to reconsider the formula under which stations this year pay 3 per cent of their net receipts, plus a sustaining license, would not be reduced. Next year, under the three-year contracts, the rate is scheduled to be 4 per cent, and the third year 5 per cent, added to the sustaining license.

The committee made its departure at once. Mr. McCosker then called to New York for a meeting on April 5 Philip G. Loucks, NAB manager director, and Oswald F. Schuette, NAB copyright director. At that meeting with members of the group which had visited Mr. Mills present, the three-point plan was decided upon. The new plan dovetailed with the decision reached by the NAB board at its meeting in Washington in February as to what should be done if the attempt to reopen negotiations failed.

Foundation Incorporated

DURING the remainder of the week a series of conferences was held in New York, with Mr. McCosker directing and with Mr. Hostetler and Mr. Schuette flanking him. Incorporation of the Program Foundation, under the Delaware laws, a move which had been allowed to drift previously because of the indefinite status of negotiation, was rushed to completion. Its incorporators are Messrs. McCosker, Loucks, Hostetler, Schuette and Donald Flamm, president of WMCA - WPCH, New York. A meeting will be held within ten days to elect officers and press the organization into action.

With Mr. Schuette as its operating head, the Foundation will establish relations with independent copyright owners and publishers, and at once set up an organization competitive with ASCAP. Negotiations will be opened with certain other copyright pools not exclusive in their relationships with users of music probably along with certain of the foreign associations with which ASCAP has been having much trouble of late. Internal dissension within ASCAP, with publishers and composers complaining about the meagerness of their "cuts" from the ASCAP royalty pool, may cause a few of the present affiliates of that organization to break away and deal individually with the Foundation.

Legislation Launched

THAT LITIGATION will be instituted under the guidance of Mr. Baker is definite. Whether it will be by independent suit alleging unfair competition and restraint of trade, or in cooperation with the Department of Justice or Federal Trade Commission, both of which have been investigating ASCAP as an allegedly illegal monopoly, could not be learned. The next fortnight, at least, it was indicated, should bring some definite determination of this matter.

Congressional legislation — the weapon heretofore feared most by ASCAP—already has had its inception. There is pending the Dill bill to revise the copyright law of 1909 and to prevent copyright pools from "holding up" radio stations, to use the words of its au-

(*Continued on page 31*)

The Radio Program Foundation

SALIENT provisions in the incorporation papers of the new Radio Program Foundation, set up by the NAB to make available to broadcasters the copyrighted works of independent composers and publishers who are practically barred from the air by present ASCAP contracts, are published below. Oswald F. Schuette, NAB copyright director, will be the directing head of the organization designed to enable broadcasters to cooperate in the creation of new program material and to acquire compositions and manuscripts particularly adapted for radio use:

(a) To promote advancement in the means, methods and forms of sound and visual broadcasting, and to promote and sponsor the selection of meritorious program material, as a means of promoting the cultural arts and of extending the benefits thereof to the public.

(b) To these ends, to promote the exchange of information among its members.

(c) To encourage and assist scientific experimentation for the improvement of the operation and for the further development of the means of radio communication.

(d) To sponsor and acquire deserving productions of composers and authors, and to acquire copyrights therein, or rights or any interest thereunder, and to make application for, buy, sell, assign and license any such copyrights, or interest or rights therein or thereunder, either of the United States, or any foreign country.

(e) To enter into agreements with authors and composers and to establish means and agencies for fixing, collecting, and accounting for license fees or royalties.

(f) To act as a clearing house or representative in agreements between authors, composers, and publishers and the users of their works.

(g) To provide a place and means for recording or filing manuscripts written or composed to be used in connection with radio broadcasting, to enable authors and composers to give definite proof of a date of filing.

(h) To encourage and promote the use of radio broadcasting for educational purposes.

(i) To own stock in, lend money to, or otherwise assist any corporation or corporations organized for the purpose of publishing, distributing or marketing musical compositions, books or other publications, and to finance or assist in the publication and distribution of any information relating to radio communication.

(j) To have one or more offices, to carry on all or any of its operations and business * * *.

(k) To borrow or raise money for any of the purposes of the corporation and * * * without limit as to amount * * *.

(l) In general, to have all powers conferred upon a corporation by the laws of the State of Delaware, except as herein prohibited, or forbidden by the by-laws of this corporation.

A. P. Victory Over KSOO Stirs Interest In Radio News Group

Newspaper Ban on Station Service is Foreseen; Time Ripe for Broadcasters' News Agency

By MARTIN CODEL

THE POSSIBILITY that the oft-discussed radio news association will soon be organized to furnish news for broadcasting by stations throughout the country has been given impetus by the decision of Judge James D. Elliott in federal district court in Sioux Falls, S. D., granting a permanent injunction to the Associated Press against the unauthorized broadcasting of its news dispatches by KSOO, Sioux Falls.

That radio stations, whether or not they are owned by or otherwise affiliated with newspapers, may be forced to establish their own sources of news, is also indicated by preliminary rumblings from the forthcoming annual meetings of the American Newspaper Publishers Association and the Associated Press. Radio will be one of the foremost topics at the A. N. P. A. convention in the Hotel Waldorf-Astoria, New York, April 25 to 28 and at the Associated Press meeting in the same place April 24.

Newspapers Favor Ban

A. N. P. A. has been polling its membership as to its attitude toward radio, and preliminary reports are that the returns have been overwhelmingly unfavorable to radio in view of the fact that only a small percentage of the newspapers have radio interests or tieups. It is expected that the A. N. P. A. will resolve against the broadcasting of news, though radio-affiliated newspapers will probably not be forced to abide by its decision.

On the other hand, the vote of the membership of the Associated Press, a cooperative and non-private news-gathering organization, may be made obligatory, and there is every indication that that vote will also be unfavorable toward radio. There are about 100 radio stations that are owned outright or corporately affiliated with broadcasting stations, and there are perhaps 200 more that have satisfactory news and promotional tieups with radio.

Even if all these 300 newspapers held out in favor of radio, and in spite of the fact that some of these newspapers are national leaders, they could undoubtedly be outvoted by a preponderance of the A. P. membership of about 1,200.

In a letter to L. B. Palmer, general manager of the A. N. P. A., the president of the United Press, Karl A. Bickel, early in March stated unequivocally that the U. P. is "ready to prohibit broadcasting of its news dispatches at any time the membership of the American Newspaper Publishers Association votes to support that policy provided the other two major news services also agree." Should the A. P. vote against radio, and the U. P. move in the same direction, it has been indicated the International News Service will do likewise.

The Associated Press has made much of its victory over KSOO, which had been charged with broadcasting its news dispatches without permission or authority. Long dispatches on the progress of the case, from the time the suit was entered through the temporary injunctions and until the permanent restraining order was issued, were sent out over A. P. wires and published by its member papers.

Judge Elliott overruled counsel for KSOO who contended that the A. P. was a monopoly in restraint of interstate commerce and was discriminatory as between stations when certain stations could use A. P. news through their local newspaper ownership or affiliations while others were completely debarred from using that news.

Judge Elliott, in effect, sustained an A. P. property right in news for 24 hours, as determined by the U. S. Supreme Court in the case of the Associated Press vs. International News Service. The victory for the A. P. was as sweeping and complete as was its victory over its rival in the celebrated 1917 case. The injunction against KSOO undoubtedly means that no station without advance permission can broadcast any newspaper items, even if rewritten for the microphone.

Odin Davis, counsel for KSOO, is reported to have announced an appeal would be taken to the Circuit Court of Appeals. He had until April 14 to file the appeal.

The idea of a press association to serve radio, at least from the major centers of news, has long been discussed, and in some qualified quarters is regarded as wholly feasible provided radio stations are willing to pay for the service. That hundreds of stations are exceedingly eager to subscribe to a news service has been indicated by various canvasses that have been made of the radio field.

The radio news service might be established somewhat along the

(*Continued on page 29*)

Beer Gets Off to a Flying Start

FOR AN HOUR and a half after midnight April 7, date of the legalization of 3.2 beer, CBS staged a special broadcast from St. Louis, Milwaukee and Chicago, leading beer centers. St. Louis was the scene of broadcast operations the moment beer became legal, with CBS microphones and announcers posted on the roof of the Anheuser-Busch brewery. Then there was a switchover to the airport, where the first cases of beer from that brewery were shipped to President Roosevelt, Vice President Garner, Speaker Rainey and former Governor Alfred E. Smith. In this picture France Laux, senior announcer of KMOX, CBS key station in St. Louis, is broadcasting the event.

When the program shifted to Milwaukee, the famed Schlitz plant was the locus, and listeners heard the clamor of the loading of the first trucks and their departure with initial orders. The musical background was a German band. The Chicago broadcast was from the Prima brewery and from various restaurants, hotels and night clubs.

Two Chicago stations, WGN and WBBM, reported the preparations for welcoming the new beer era by describing the activities at several breweries in Chicago, Milwaukee and St. Louis during the last few hours before the beverage became legal. Quin Ryan conducted his regular nightly feature "Headlines of Other Days", sponsored by the Atlas Brewing Co., Chicago, from that brewery, and followed by a description of the plant. Steve Trumbull, CBS director of publicity in Chicago, gave a word-picture of the preparations at the Schlitz brewery in Milwaukee, over WBBM, and Pat Flanagan described the scenes at the Prima plant in Chicago, which CBS relayed.

Brewers are Slow To Open Accounts

Radio Expects Large Share Of Beer Advertising

BETWEEN $10,000,000 and $20,000,000 will be expended by brewers for national advertising during the current year, a fair portion of which is expected to go to radio, according to estimates in the brewing industry. While the networks have not yet announced signing of new brewery accounts, it is known that auditions are being given and that many brewers are awaiting clarification of regulatory legislation. Moreover, most brewers want to wait until the current "rush" period is ended before organizing campaigns.

A similar policy has been adopted by many local brewers although a number of independent stations have reported signing accounts. Several weeks may elapse before large scale advertising is resorted to generally. Competitive conditions, it is believed, will force brewers not now considering substantial advertising budgets to embark on campaigns.

The United States Brewers Association informed BROADCASTING that an estimate of $20,000,000 for beer advertising has frequently been quoted in the industry. This figure, it said, probably represents a very rough calculation of the funds to be spent by individual brewers, manufacturers of equipment and suppliers to the brewery trade.

Anheuser-Busch has announced a $1,000,000 appropriation for advertising during 1933, a part of which doubtlessly will be devoted to network advertising. Jacob Ruppert, of New York, has appropriated $500,000, to be devoted largely to periodicals.

Wynn Opening Delayed

FURTHER postponement of the opening of the projected Ed Wynn network has become necessary because studios and offices were not in readiness April 10, the last announced opening date, according to advices from New York. Work is going forward, however, it is reported, in aligning an eastern group of small stations for a "test" network, in the hope that operations may start by May 1. It also was stated that WPEN, Philadelphia, and WTNJ, Trenton (formerly WOAX) are still among the stations which plan to take the 30-day test programs to be offered by Wynn's Amalgamated Broadcasting System, Inc.

Daylight Time

BOTH nation-wide networks and the stations in the Daylight Saving Time zones will operate their program schedules on Daylight Saving Time beginning April 30. In general, program listings will remain unchanged. For example, a program scheduled at 8 p.m. EST, will be heard April 30 and thereafter at 8 p.m., Eastern Daylight Saving Time. The new time schedules will continue until Sept. 24.

Originality Over the Air Pays Pepsodent

Disregard of Traditions Has Marked Sponsor's History; New Style of Announcement Latest Innovation

EXPERIENCED radio advertisers and even broadcasters gasped when Pepsodent launched "Amos 'n' Andy" on a quarter hour program six times a week; they gasped again when "The Goldbergs" also appeared. But nowadays advertisers pay close attention when Pepsodent introduces a new idea on the air, such as the dramatised commercial announcements which recently succeeded Bill Hay's monologue. That this tradition-breaking policy has been financially successful is now history.

FOLLOW the leader is great as a children's game, but it's all wrong as an advertising principle.

There, in three words less than the famous twenty, is the secret of the Pepsodent Company's success with radio. And it isn't necessary to tell you that that is *some* success.

Take "Amos 'n' Andy" (and don't you wish you could). But when Pepsodent took them other advertisers laughed at its foolhardy ignorance of radio. "Only musical programs can succeed", they said. "People won't listen to talk on the air. They'd rather talk themselves. But most people are unable to make their own music, so they will listen to that."

But Pepsodent didn't want a musical program. In fact, it didn't want radio at all unless it could have something different. Pepsodent officials had just about given up hope of ever finding it when they happened to tune in on "Amos 'n' Andy", who were then broadcasting over WMAQ, Chicago. This act seemed to be just what they wanted.

"We thought then that we were all set", said Harlow Roberts, advertising manager of the Pepsodent Company, and we went to the chain with our idea. But now it was their turn to be discouraging. They sold time exclusively, they told us, in units of hours and half-hours. They had never broadcast any quarter-hour programs and they weren't sure they wanted to start doing so. It might make a bad precedent. Also there was no other advertiser putting on a program six times a week. Once a week was the customary procedure.

"When I look at the number of quarter-hour, six-times-a-week broadcasts on the air today it does not seem possible that we had such a hard time starting the movement, but we did. It was nearly nine months after we broached the subject before NBC lined things up to put Pepsodent on the air.

"And so we started out, not knowing what radio would do for us, but hoping for the best and determined to give it a fair trial. We thought that our program was all right; we knew that it was different, at least."

Origin of Dual Program

WHAT HAPPENED then is radio history: how eastern listeners accepted "Amos 'n' Andy" as eagerly as the mid-western audience had; how by changing time to an early evening hour in the east we stirred up more than 100,000 complaints from the middle west because listeners were unable to get home from work in time to hear the programs and thus were forced to make another radio innovation by putting on a double broadcast. Time went by, "Amos 'n' Andy" ceased to be spectacular; became an American institution; consistently headed all radio popularity polls; started millions of fans using Pepsodent toothpaste twice daily; introduced the new Pepsodent antiseptic to immediate success.

Pepsodent was soon looking for another radio program that would carry the good work still farther. "The Goldbergs", a sketch of Jewish family life, was selected. Immediately a chorus of horror arose from the traditionally-minded critics. "You can't do that. You'll offend all the Jews. Or if they like it, you'll offend all the Gentiles."

Again Pepsodent ignored tradition and followed its own judgment. After "The Goldbergs" had been on the air for a few months the sponsors decided to check up to see just how good their judgment was. Listeners who wanted the program continued were asked to send in a vote to that effect, written on the back of a Pepsodent carton, and Pepsodent offered to send a non-breakable bath-room glass in return. Exactly how many cartons came in has not been disclosed, but the factory making the premiums got so far behind that glasses were still being sent out two months after the offer was discontinued.

More time passed. Ideas about programs changed and rechanged. With a very few exceptions the once-a-week full-hour musical programs disappeared, to be replaced by daily or tri-weekly quarter-hours, usually with a dramatic or humorous appeal (following Pepsodent's example). Commercial announcements grew shorter, more interesting. The rumor spread that "Amos 'n' Andy" were slipping; that even their regular fans were tuning in late and out early to avoid Bill Hay's too lengthy, too familiar sales talk.

Pepsodent's reaction was typical. Instead of joining the crowd, Pepsodent again struck out on a new path. Instead of shortening the announcements, Pepsodent lengthened them. With the beginning of 1933 Pepsodent has launched a new type of commercial announcement, so long it takes three days to complete, presented in the form of a three-act drama. The subject matter is suggested by dentists and the continuity is approved by physicians before it is released on the air.

Dramatized Announcements

THE FIRST of these new-style commercials opened to the accompaniment of moans and whimpers:

Mother—There, there, son. Try to bear it.

Son—I am trying. I'm trying my darndest.

Mother—Mother will rub your gums. Maybe that will help.

Father—Hasn't that kid gone to sleep yet? What's the matter?

Mother—It's his tooth. I think you'd better call the doctor.

Father—But it's only a baby tooth. It will have to come out soon, anyway.

Mother—Please call up Dr. Brown. I want to talk to him.

Father—What? At this time of night? But I suppose something will have to be done . . . Hello. Dr. Brown? . . . This is J. C. Jones speaking . . . Mother, Dr. Brown is on the wire.

Mother—Hello, doctor. We've go to do something about Junior's tooth. Yes . . . Mmmm . . . Just a minute, I'll write it down . . . I'll get it tonight and bring him in in the morning. Goodbye.

Father—Did he tell you what was the matter?

Mother—Doctor said there's probably a large cavity that needs filling. Junior probably hasn't been brushing his teeth enough.

Father—It's only a baby tooth. I didn't think they ever filled a baby tooth.

Bill Hay—Only a baby tooth! Won't father be surprised when he finds out how important baby teeth can be . . .

The Dentist Speaks

THE SCENE of the second part of the playlet is in the dentist's office. The dentist is speaking:

Open good and wide, Junior. That's good. Is this the tooth that's caused the trouble? Mmm . . You're a rather tough brick for not crying with all that pain. I'll bet you play football.

Junior—Uh-huh.

(*Continued on page 30*)

OXOL: A SUCCESS STORY

Sponsor Increases Sales Via Morning Broadcasts Designed Primarily to Entertain

HAS THE distracted housewife—constantly on the jump between her children, her washtub and her cooking—any time to listen to music and comedy patter streaming from her radio during the busy morning hours? Even if she does leave her radio turned on, is she likely to catch the details of sales announcements and free offers? The J. L. Prescott Co., Passaic, N. J., maker of Oxol, a liquid clothes whitener, has found the answer. Over 70,000 housewives heard the Prescott Company's offer of a rag doll, and sent in the required Oxol label to get it. "The Oxol Feature", well assured of a responsive morning audience, has just begun its third consecutive year on CBS.

Oxol was a comparatively young product, little advertised, when the Oxol program was inaugurated two years ago. Its market was composed chiefly of servantless housewives, constantly on the look-out for new helps to efficiency. After an exhaustive search for the one medium which would reach a maximum number of such housewives per advertising dollar, a series of morning broadcasts was decided upon. The period selected—10 to 10:15 a.m., EST—was chosen as a time when housewives were at their morning chores, and would therefore be most receptive to information concerning such a household product as Oxol.

When it came to selecting a program, Prescott's advertising agency, Batten, Barton, Durstine & Osborn, suggested that a period of straight entertainment ought to be a welcome contrast to the numerous food, beauty and shopping talks that filled morning hours. A combination of vocal harmony, comedy patter, and instrumental music by Gordon Graham, Dave Grant and Bunny Coughlin was selected.

Neither the time nor the talent has been changed in the two years the program has been on the air. Extra stations, however, have been added to the radio hook-up as Oxol distribution spread to new territories.

Oxol was among the first products to be advertised exclusively by radio, and it is probably the very first for which an entire advertising appropriation was spent on morning broadcasts. Oxol sales have proved conclusively that the procedure was well justified. The quantity of replies to the rag doll offer alone, not only indicated a responsive audience, but amounted to more than $10,000 in actual sales. Last October marked the best month in Oxol's history. And 1932, so discouraging for most manufacturers of household supplies, saw Oxol's unit sales volume rise 12 per cent over those of 1931.

WMCA Is Awarded All Time on 570 kc.

D. C. Appellate Court Upholds Decision of Commission

Mr. Flamm

FULL-TIME operation on the 570 kc. regional channel has been won by WMCA, New York, after a three-year battle before the Radio Commission and in the courts with WNYC, New York city-owned station, with which it formerly shared the channel. The Court of Appeals of the District of Columbia on April 3 sustained the Commission's decision of last year awarding WMCA full time through an exchange of assignments between WNYC and WPCH, which is owned and operated by the same interests which operate WMCA.

Under the decision WNYC moves to WPCH's limited time assignment on the 870 kc. channel, affording full use of the 570 kc. wave to WMCA and WPCH. Donald Flamm, president of Knickerbocker Broadcasting Co., Inc., operating both stations, announced immediately following the decision that WMCA-WPCH would be operated on a 20-hour schedule daily. New transmitting and studio facilities recently were installed by the stations.

In its opinion the court held that WMCA and WPCH were found by the Commission to be financially well qualified to continue rendering valuable service; that they are controlled by the same interests, operated under the same management and policies, and that to permit the operation of both stations on the same frequency "will permit a more efficient use of existing facilities."

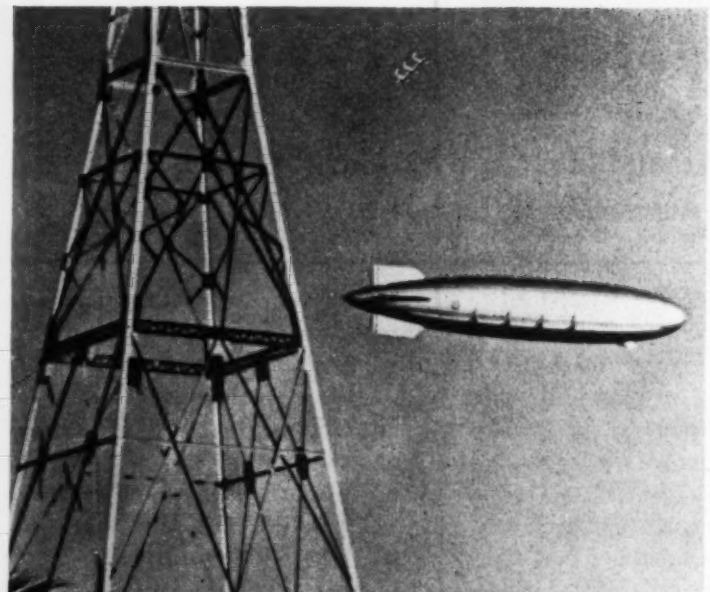
"There is nothing in the present case which indicates that appellant (WNYC) is placed at any disadvantage," the court said. "Indeed, from an examination of the record it would seem that the present license granted is materially to its advantage."

Hold Cantor Hour

THOUGH Eddie Cantor on April 23 leaves the Chase & Sanborn coffee hour on NBC-WEAF Sunday nights, the period will be retained by the sponsor and program will be turned into a variety show along the lines of Rudy Vallee's Fleischmann series. J. Walter Thompson Co., handling the account, has selected Bert Lahr, Lee Sims and Illomay Bailey to inaugurate the period. Cantor goes to Hollywood to make another picture, but will return for Chase & Sanborn in the early fall.

WOAX Now WTNJ

CALL letters of WOAX, Trenton, N. J., have been changed to WTNJ, with the approval of the Radio Commission.



THE AKRON SAILS BY—This unusual photograph was taken when the ill-fated dirigible circled the masts of WIOD, Miami, in a salute in recognition of that station's handling of its radio traffic during recent winter maneuvers of the airship over Florida and Cuba.

TO THE STAFF and management of WIOD, Miami, the Akron disaster came as an exceptionally bitter blow, for this broadcasting station had enjoyed a unique affinity with the ill-fated dirigible. During its recent winter maneuvers in Florida and Cuba, the Akron did all its radio communicating with the mainland via W4XB, the short wave relay auxiliary of WIOD, receiving weather reports, ordering supplies and otherwise maintaining its shore contacts through the broadcasting station.

This photograph is an enlargement of a motion picture shot taken by C. J. Lewis, Miami photographer, when the Akron circled around the towers of the "Wonderful Isle of Dreams" station just at sundown in a salute of gratitude for the services rendered. Faintly discernible in the photo, just beyond the Akron, are three escorting naval planes. Jesse H. Jay, operator of WIOD, later introduced Comdr. McCord to the WIOD audience. He received letters of commendation from Naval officials for the work of his station operators.

Standing 12-hour watches to handle two-way communication with the Akron were Milton C. Scott, chief engineer of WIOD, and L. E. Dutton and Leslie Sherwood, operators.

Situated on a small island connected by a short bridge to the mainland, WIOD, incidentally, has one of the most novel transmitters in broadcasting. Its two 250-foot towers are combination towers and lattice masts specially designed for the tropics to withstand high gales. Its ground system is made up of herringbone and salt water grounds so arranged as to provide constant ground capacity.

PROSPECTS that Liggett & Myers Tobacco Co. will continue its Chesterfield radio advertising, despite the avowed intention of most cigarette accounts to drop during the present price war and despite the expiration of its CBS series April 15, arose from the report that Newell-Emmett Co. has just auditioned a new show consisting of Lou Holtz, Mildred Bailey, Four Eton Boys and Lanny Hayton's orchestra. It was auditioned as an hour feature. Chesterfield's definite radio advertising plans after April 15 remain undisclosed.

Administration Measure Would Put Restrictions On Security Advertising

SALE and advertising of securities would be regulated under the Federal Securities Bill (H. R. 4314 and S. 8751, now pending in Congress and bearing the endorsement of President Roosevelt. The measure would prohibit advertising of securities in any interstate medium until detailed information has been filed with the Federal Trade Commission and received its endorsement.

The restrictions on advertising apply to all media. In advocating the legislation, President Roosevelt said the measure puts the burden of telling the whole truth on the seller and should give impetus to honest dealing in securities and thereby bring back public confidence. "The purpose of the legislation", he said, "is to protect the public with the least possible interference to honest business."

Section 14 of the bill, relating specifically to advertising, reads:

That it shall be unlawful for any person, firm, corporation, association, or any other entity to carry or cause to be carried or transmitted in interstate commerce, by or with any means or instruments or agency of transportation or communication, any offer to sell or deliver, directly or indirectly, or to accept an offer to buy, through the use or medium of any book, magazine, publication, circular, advertisement or other printed, written or spoken communication, when such book, magazine, written, or other graphic or spoken communication is addressed or otherwise transmitted to any person at any place in any state or territory of the United States or the District of Columbia, where at that time it is unlawful to sell, offer for sale, tender for sale or delivery, or to solicit subscriptions or orders for such security or securities.

The bill carries penalties for violation of $5,000 fine, five years imprisonment, or both.

WKBO and WNJ Time Taken Over by WHOM

THREE-FOURTHS time operation has been begun by WHOM, Jersey City, under the Radio Commission's decision authorizing it to take over schedules formerly alloted to WNJ, Newark, and WKBO, Jersey City. The former station was deleted after the Supreme Court had denied it a hearing, and WKBO was purchased by Harry F. O'Mealia, president of the New Jersey Broadcasting Corp., operating WHOM. Mr. O'Mealia has endeavored to procure the additional time for three years.

Effective immediately, Mr. O'Mealia said, WHOM will operate daily from 8 a.m. to 2 p.m. and from 6 p.m. to midnight. He announced also that new studios are being opened in Newark, in addition to those at Jersey City and that the transmitter shortly will be relocated. The executive staff of WHOM now comprises Roland Trenchard, managing director, Roger W. McAdam, commercial manager, Paul Gerard, chief engineer, and James R. Cozier, program and sales director at Newark.

Farm Tractors? Sure Radio Sells Them

By PAUL C. SMITH
Advertising Department, Caterpillar Tractor Co., Peoria, Ill.

Despite Limited Appeal of Product, Manufacturer Finds Broadcasting Ideal Medium; Uses 11 Stations

THE AVERAGE radio listener isn't in the market for farm tractors; yet the Caterpillar Tractor Company has found spot broadcasting just the thing to reach the scattered farmers, who are interested in tractors. With a program especially designed to appeal to rural listeners, the sponsor picked a station with a large rural audience and a broadcasting time which would catch the average farm family at breakfast. The response was so great that similar programs were put on the air on other stations scattered between Ohio and Oregon.

THE ULTIMATE object of all advertising is to sell goods and, long before our first venture into broadcasting, radio had given ample evidence of its ability to make a certain type of sales. Cigarettes, toothpastes, cereals and a score of other low-priced commodities had been sold with conspicuous success over the air.

Since almost everyone is a prospect for these articles, and their price is well within the average purse, advertising them over the air soon resolved itself into building a program that would appeal to the largest possible audience and remind them that the sponsor's product was the one to buy. There are many outstanding examples of programs of this type and there are many sales curves that give eloquent testimony of their effectiveness.

Prospects Limited

BUT SUCH a broadcasting plan did not seem to fit our products. We do not make "reminder sales" and only a relatively small percentage of the radio audience can ever be prospects for tractors, combines and road machinery. How were we to reach these prospects with radio and what methods were we to employ?

This was the question that faced us as we planned an experimental series of broadcasts in the fall of 1930. There was very little information to be gleaned from the radio experience of other advertisers with a similar problem, so we tried to get down to fundamentals and work out a broadcasting plan that would fit our needs. Who did we want to reach with radio programs? Prospects and owners. Where did these people live? Mostly in small towns and on the farm. What had sold our products in the past and would sell them in the future? The performance of the machines themselves.

The answers to these three questions went a long way toward charting a course for our first radio advertising campaign. Question 1 told us that our programs should be built for a specific audience and not for the radio audience as a whole. Question 2 located the audience, and Question 3 indicated that our radio advertising should be based on the performance of our products.

Picking a Station

IT WAS evident that we needed a farmers' station, and we found it, strangely enough, in the heart of our second largest city. It was WLS in Chicago. Since then, we have found other stations that build their programs primarily for the farm audience, but they are all too few. You can almost count them on the fingers of one hand.

Mr. Smith

After station selection, came program and talent. Driving tractors and operating machinery are men's jobs, so we decided on a group of men to present the programs—an announcer and male quartet. They were called the "Caterpillar Crew". A transcription of the exhaust of one of our largest tractors served as a distinctive sound effect to open and close the broadcasts. Owners' stories formed the foundation of the program, and musical numbers were selected from old favorite tunes. Modern jazz and classical music were avoided.

The Breakfast Hour

THE HOUR of presentation and the length of the broadcast also received careful consideration. We wanted to reach the farm family when they were together and would be most receptive to the type of program we were planning. This meant either an early evening or a mealtime hour. We finally selected the breakfast hour when minds are fresh, new ideas are welcome, and plans are being made for the work ahead. We found that most of our stories could be staged in 15 minutes, so that fixed the length of the program. We scheduled six programs a week to secure sustained interest.

At last we were ready to write continuities. We tried to make them complete stories in which our products took their natural part and songs were used for atmosphere and interest. We confined most of the stories to the area in which the programs would be heard, for corn belt farmers are not interested in the methods employed in growing cotton in Georgia or wheat in Kansas.

Response Immediate

WE WENT on the air with these programs on Jan. 1, 1931, and the results were gratifying from the first. Almost immediately, we experienced a decided increase in coupons clipped from our farm paper ads. Then came letters from listeners. Owners and operators were the first to write. Soon, listeners, who did not own our products, were asking for literature and specific information. Many of them could not be classified as immediate prospects, but there were some who became owners. The responsiveness of the radio audience amazed us and their interest in our program and products was genuine and gratifying.

At the end of six weeks, we added a second station in the wheat belt. The following fall, seven more stations were included in the list, and this year we have been using eleven stations scattered from Ohio to Oregon.

But in adding to our list of stations, we have not changed our original broadcasting plan. We are still using "spot" broadcasting and are originating separate programs at each station. The programs are written for a specific audience in a given territory. Some continuities can be syndicated, but many programs are written for a single station.

The plan has worked well. It has developed new prospects for our dealers, given their salesmen a new calling card in the territory and turned owners into a valuable sales asset. But radio has done more than this. Hardly a day goes by that we do not get additional evidence of its effectiveness. Possibly it is an actual sale, perhaps it is a letter from a farm wife telling how her small son rouses the family to listen to our programs, or maybe it is a letter from a tractor driver telling of a thrilling experience he has had with one of our machines. But whatever it is, it impresses us anew with the breadth of radio's appeal, the responsiveness of the radio audience and the tremendous possibilities it offers for selling our products.

The current series of broadcasts was completed March 1 on the following stations: WLS, WLW, WCCO, WSM, KOA, WDAF, WKY, KMMJ, KFYR, KHQ and KGW. In previous seasons, we have continued our programs as late as July 1, only to find that interest and results decline rapidly after March 1, when the farmers in most sections of the country get busy in the fields. Consequently, we decided to spend our radio budget this year on more stations during the season when radio advertising is most effective for us.

NBC Auditions

PROGRAMS auditioned by NBC during the last two weeks for prospective sponsors or for sustaining periods included: two 15-minute dramatic sketches for the Lionel Corp., New York (electric toys); Arnold Johnson's and Jack Shilkret's for Phillip Morris & Co., New York (cigarettes); an unnamed singer for Fuller, Smith & Ross agency; 16 members of the Metropolitan Opera chorus; Joe Howard and the New Yorkers; Francis Markoe in "Wisdom of the Ages"; Madelaine LeFortier, French lessons; "Mrs. O'Brien's Boarding House" sketch; "Pirate Prince", singers and orchestra under Harold Levy; Prince Obolensky and Marinsky ensemble; Mandeville King, speaker; "Winnie the Pooh", and John Kelvin, Suzanne Caubaye, Della Baker, Ruth Renee and San Carthe, singers.

JACK PEARL, the "Baron Munchausen" of the Lucky Strike NBC-WEAF Thursday night hour, on April 22 starts a series of one-night stands in the south and middle west with an appearance in Memphis Monday. Accompanied by Cliff "Sharlie" Hall and Paul Whiteman's orchestra, they will broadcast from theaters en route.

Commission Faces Heavy Cut; Return to Commerce Rumored

Few Employes to Go Under $140,000 Budget Slash; Secretary Roper Submits New Merger Plan

THE ADMINISTRATION'S economy program will hit the Radio Commission with another cut in appropriations and possibly will effect a reorganization that would throw radio regulation back to the Department of Commerce, it became known during the last fortnight.

A reorganization plan covering the whole field of transportation and communications was submitted to President Roosevelt by Secretary of Commerce Roper on April 11. This plan, which has been kept confidential, may possibly recommend abolition of the Commission and transfer of its functions to the Commerce Department under a director of communications. Speculation also has it that a board of radio appeals will be set up to pass on disputed matters.

At his press conference April 14, President Roosevelt failed to divulge details of the Roper plan. At the time BROADCASTING went to press, however, it was indicated in official circles that an executive order might be forthcoming shortly covering a detailed plan for reorganization of the whole federal establishment, with particular reference to independent commissions and agencies. Whether this plan will include radio could not be learned officially, but it was believed likely.

Roper Won't Comment

SECRETARY Roper himself has refused to discuss the plan. Speculative articles published in connection with the report held that the Radio Commission would be abolished, but this could not be verified in any official quarter. Everywhere it was emphasized that the report is simply recommendatory and by no means final.

The Commission has received notice from the Bureau of the Budget that it must cut its estimates by $140,000 to $640,000 for the fiscal year which begins July 1, a portion of which, however, will be absorbed by the new federal pay cut of 6 1/3 per cent over that in effect prior to April 1. Consequently, it is expected that the Commission can effect most of the savings through curtailment of overhead costs and by leaving vacant a number of jobs in the legal and other divisions that under ordinary circumstances would be filled. A wholesale release of employes is not contemplated, although possibly two dozen of the 300 on the rolls, both in Washington and in the field, ultimately may be discharged.

Saltzman on Committee

THE REORGANIZATION plan covering the whole broad field of transportation and communication was worked out in a preliminary way under the direction of Secretary of Commerce Roper. A subcommittee set up by the Secretary included on its membership of four Maj. Gen. Charles McK. Saltzman, former Commission chairman, and Judge Ewin L. Davis, of Tennessee, former chairman of the House Merchant Marine, Radio & Fisheries Committee and co-author of the Radio Act of 1927.

While radio has been considered by that subcommittee, it was learned at the department that it is but one of a score of government activities being analyzed with a view to effecting an economy in regulation. General Saltzman and Judge Davis, it was pointed out, were selected because of their broad knowledge of the whole field of activity, rather than of the specialized field of radio. Secretary Roper is understood to favor a consolidation plan under which three separate bureaus, covering transportation (and communication) by land, sea and air, would be created, each under a bureau head and each directly responsible to the Secretary of Commerce. How radio would figure in this picture could not be learned.

All Plans Tentative

THE SUBCOMMITTEE has been functioning for about a month, holding hearings behind closed doors and keeping all of its activities confidential. No public announcement has yet been made of its full membership.

It was emphasized that the work of the committee was purely preliminary and its recommendations will not carry the weight of administration approval. With railroads, shipping, commercial aeronautics, telephones, telegraphs, cables and power, as well as radio, involved, the consolidation plan naturally will be subjected to more profound consideration by President Roosevelt before final action is taken.

The fact that President Roosevelt only recently filled two vacancies on the Commission and that the Budget Bureau has ordered another drastic cut would indicate that the administration does not plan to alter the status of radio regulation at once. Should the Roper plan include a workable realignment of radio regulation that would further cut its cost, however, it unquestionably will be given serious consideration.

The $140,000 cut in Commission estimates is the second reduction the regulatory body has suffered during the last few months. During the last fiscal year it had an appropriation of $1,111,000. This budget was cut approximately 30 per cent or $331,000 for the following year last fall, because of the acquisition of the Radio Division of the Commerce Department by the Commission, and the subsequent discharge of 40 employes.

At the last session of Congress the independent offices bill carried an appropriation of $780,000 for the Commission, but the whole measure was vetoed by President Hoover.

Employes Must Go

WHILE the exact plans of the Commission in curtailing its operating expense by $140,000 are not known it is believed that one of the major savings will be through decision not to fill the vacancies in the Legal Division, including that of general counsel and assistant general counsel. The pay cut, affecting all government employes, will reduce the economy necessary below $100,000.

The balance of the savings may be effected by closing several field offices and the release of a small number of field employes, by reductions in rentals, reduction in expenditures for supplies and release of a number of employes in Washington. Since the cut budget does not become operative until July 1, the Commission has more than a month in which to work out the economies.

General Canadian Reallocation Ordered By Radio Commission, Effective April 16

Large Cities Get High Power, Rural Areas Low Power, Under Plan That Follows Aird Board Proposals

By JAMES MONTAGNES

TORONTO, ONT., April 10—With Rooseveltian directness and speed Canada's Radio Commission on April 8 announced changes in wave lengths and power covering all stations in Canada effective at 6 a.m. April 16. The announcement came in the form of a telegram from the Radio Branch, Department of Marine, to all divisional radio inspectors, who were told to notify individual stations in their districts.

The new setup is not available at this writing, but is known to follow closely the recommendations of the Aird Commission which led to formation of the present Commission. The Ontario setup calls for powerful stations in the larger population centers and very low powered supplementary stations in the smaller cities and rural communities. All 500-watt stations have been cut to 100 watts in Ontario, and stations which the Commission will eventually nationalize have been granted power increases. In Ontario CFRB, Toronto, will use 10,000 watts and CJGC, London, 5,000 watts. Frequency changes have also scrambled the locations of the smaller stations, the larger remaining practically on the same frequencies.

(Editor's Note—Though the complete Canadian allocation is not yet available, it is presumed to follow closely the United States-Canadian wave agreement of last spring whereby channels were divided on a clear, shared and local service basis by the two countries. See BROADCASTING of May 15, 1932, for complete allocation tables.)

CKGW Cuts Service

ABOUT the same time as the announcements were received at the various stations, CKGW, Bowmanville, Ont., Canada's pioneer high powered station (5,000 watts) and first American chain outlet in the Dominion, announced that it would cut its daytime broadcasting, remaining off the air from early in the morning till late afternoon. The reason given was the uncertainty of broadcasting conditions in Canada. According to sources not connected with the station, other reasons are advanced, including lack of finances to carry on, which has shown itself through recent breakdowns and interruptions in programs. It is also considered likely that the station, which has had some friction with the Commission, may be taking this path to arouse a public protest against the Commission.

No definite regulations have as yet been issued relative to advertising content in programs, though this information was to be announced before April 1, the beginning of the fiscal year. The only regulations issued as to advertising content were published in the daily press and not sent direct to broadcasting stations. These only state that advertising over the air is restricted to the provisions of the Radio Broadcasting Act of 1932. The regulations and statement which appeared in the daily newspapers April 2 follow:

Advertising Classified

"FOR THE purpose of interpretation of Section 8, Sub-section (B) of the Canadian Radio Broadcasting Act, 1932, dealing with the question of permissible advertising content of the programs transmitted from Canadian broadcasting station, the Canadian Broadcasting Commission has ruled that, for the present, advertising shall be considered under two headings:

"(a) Direct advertising.

"(b) Indirect advertising.

"Direct advertising shall be con-

(*Continued on page 34*)

New Vick Account

VICK CHEMICAL Co., Greensboro, N. C., on April 10 launched an additional series of 5-minute transcriptions to introduce its newest product, Vick's Antiseptic. Transcriptions are by World, and feature "Vick Song Weavers". Evening time has been taken over 15 stations from Boston to Minneapolis.

Cuts Announcements

BRISTOL-MYERS Co., New York (Ingram shaving cream) on April 3 eliminated all commercial announcements on the Phil Cook program over NBC-WJZ and gave Cook a free hand to mention the sponsor's product wherever he chose and in a manner that would not break the continuity.

ARMOUR & Co., Chicago packers, used 325 newspapers at the outset of its Easter campaign for Fixed Flavor Star Ham to call attention to its NBC programs featuring Phil Baker.

Mortuary Uses Radio With Foresight

Sponsor Increases Business by Employing Good Taste In Program, Avoiding Offensive Sales Talks

By WESLEY B. TOURTELLOTTE
Edwards Bros. Mortuary
Los Angeles

PROBABLY one of the most difficult businesses to advertise without offending prospective buyers is that of the funeral establishment. That radio, with the opportunity for presenting a suitable musical background for any commercial talks, is the ideal medium for morticians, is apparent in this story of a Los Angeles firm which has increased its gross income 50 per cent largely through semi-weekly broadcasts. As is to be expected, the results of advertising in this field are not immediate but cumulative.

Mr. Tourtellotte

THE FUNERAL business itself is one in which tact, judgment and good common sense must be used. The use of radio to further the activity of mortuary establishments must go even further. Unlike patent medicines, real estate, clothing goods and scores of other things that can be sold over the air, a funeral home program cannot hope to record a "direct sale" immediately or even within a few days or weeks.

Edwards Brothers has been on the air continuously for the past two years. It started on a Hollywood station and for the last 15 months it has used KECA, Los Angeles, twice weekly. The program consists of 15 minutes of organ music and a mixed vocal quartet via remote control from the chapel.

Type of Announcements

A BRIEF commercial announcement opens and closes the program. A sample opening announcement follows: "The Colonial Concert . . . another message of hope and cheer, brought to you through the facilities of Edwards Brothers Colonial Mortuary, 1,000 Venice Boulevard, Los Angeles . . . the finest institution of its kind in the west.

"The Colonial Quartet, under the direction of Wesley B. Tourtellotte, resident organist for Edwards Brothers, presents a group of favorite old hymns, the program originating in the beautiful chapel of the Colonial Mortuary.

"And now let us relax a few moments while our minds drift back to that little old Colonial Church upon the hill near the old New England homestead. It is early evening. There is snow upon the ground. And as the wayfarer plods wearily by the church, he pauses, and listens as the voices of the choir are wafted to him on the crisp, cold air of the night."

Four old hymns follow.

How Program Ends

HERE IS a specimen closing announcement: "And now our little service of song is over. The Colonial Quartet has brought us a group of old favorite hymns, and will return again Thursday evening at the same time.

"The program has come to you through the facilities of Edwards Brothers Colonial Mortuary, 1,000 Venice Boulevard, Los Angeles . . . the finest institution of its kind in the west.

"The public is cordially invited to attend these broadcasts of the Colonial Concerts, as well as the other organ recitals originating in the Colonial Chapel and played by Mr. Tourtellotte.

"Your attention is directed to the advisory staff maintained by Edwards Brothers and which is at your service without obligation on your part.

"For any information desired, address Edwards Bros. Colonial Mortuary, 1,000 Venice Boulevard, Los Angeles, or telephone Prospect 8281."

Hymns were chosen because listeners indicated a preference for that type of music by a 4-to-1 vote. Fan mail, not including letters which are asked for a specific instance, amounts to an average of a hundred communications a week. As a class, as shown from our fan mail, our audience is chiefly made up of older persons.

I think the ideal mortuary program would be on a staggered schedule. It might conceivably carry three times a week programs of hymns, and on alternate evenings a song program of old-time music, with a Sunday afternoon or evening concert period of classic music.

Perhaps potential sponsors will wonder if our current series is limited to hymns. The answer is, no. From time to time we have put on special broadcasts. For instance, during Christmas week we offered an augmented cast to present carols and yuletide selections.

Following the death of Calvin Coolidge, our program dispensed entirely with the commercial angles, and the broadcast took the form of a memorial in honor of the late president. Other special recitals are broadcast Thanksgiving, Easter and similar holidays.

Business Increases

DIRECT SALES promotion over the air has no value for mortuaries. It can conceivably even be a decided detriment. The business angle lies in building up, over a considerable period of time, a subconscious picture of a stabilized institution which has adequate facilities, established methods of doing business, one that is ethical and renders its services to rich and poor alike without discrimination.

Each of the two years that Edwards Brothers has been on the air has shown an increase of from 40 to 50 per cent in gross business, both as to the number of cases and receipts. I would estimate that at least half of the business has been due to mass consciousness developed through the medium of radio.

Numerous clients have definitely stated they selected Edwards Brothers because the name was familiar on the air. Many have said that the good taste in program presentation and the elimination of irritating sales talk were prime factors in their selection.

Full Time for WIL

FULL TIME operation for WIL, St. Louis, was authorized by the Radio Commission April 14 in a decision ordering deletion of KFWF, also of St. Louis, which had shared time with WIL. KFWF, operated by the St. Louis Truth Center, was charged with failure to serve public interest by soliciting funds for allegedly questionable medical and religious enterprises of its owner, Emil Hartmann.

The decision becomes effective in 20 days, and WIL will assume its full time schedule at that time unless court appeal is taken. WIL was represented before the Commission by Louis G. Caldwell and Howard W. Vesey. L. A. Benson is its president and general manager.

Gulf Oil on 2 Nets

USING both an NBC-WJZ network and a CBS 41-station hookup, Gulf Refining Co., Pittsburgh, will feature noted humorists in its new radio campaign starting this month. NBC account starts April 30, Sundays, 9-9:30 p.m., EDST, with Will Rogers. Date for starting the CBS series has not been set, but it will feature Irvin Cobb and will be heard Wednesdays and Fridays, 9-9:15 p.m. Cecil, Warwick & Cecil, New York, handles both accounts.

AN INCREASE in power from 25 kw. to the maximum of 50 kw. was requested by WBZ, Boston, in an application filed with the Radio Commission April 15.

Kentucky Seeking To Tax Networks

SUITS seeking to collect state franchise taxes for the last five years from NBC and CBS were filed during the fortnight by M. J. Brennan, revenue agent for Kentucky. The action is the first attempt upon the part of a state to collect such a tax from a radio network, which heretofore has been considered an inter-state medium.

Pending the filing of formal answers by the networks, no official opinion on Kentucky's action was available. Legal authorities pointed out, however, that a similar tax against railroads had been upheld by the courts in certain states.

By prorating the value of capital stock of the two networks as concerns Kentucky, the state asks franchise taxes and penalties for five years on $15,200,000 NBC assessments and $1,451,601 CBS assessments. The amounts of taxes and penalties has not yet been determined.

The petitions assert that all other corporations or associations "exercising any special or exclusive privilege for franchise not allowed to natural person" pay franchise taxes to the state, counties, cities and taxing districts wherein the franchise is exercised.

Study of Relationship Of Advertising to Sales Undertaken by A.N.A.

AN INSIGHT into the general relationship of advertising budgets to net sales will be provided in a new study of the advertising budgets of national manufacturers, including radio budgets, which the Association of National Advertisers announces it has just started. The study, besides revealing in percentages the relationship between the advertising budget and total net sales, is intended to show also on what basis the 1933 advertising budget was determined and whether or not this was a change from the 1932 system; how the 1933 advertising budget has been made up, i. e., for the entire calendar year, for a fiscal year or for a short period; whether or not the budget is revised periodically; whether the advertising budget for 1933 is larger or smaller than for 1932; a breakdown of the advertising budget and whether there is an increase or a decrease in export advertising.

Questionnaires are being sent to 2,000 national manufacturers in all fields covering both consumer products and products sold to industry only. The results will be given in toto and then broken down by industries. The question concerning the breakdown of the budget is divided into three parts.

The first shows the expenditure in advertising media such as magazines, newspapers, radio, farm papers, outdoor advertising, car cards, direct mail, dealer helps, premiums, samples, store and window display, house organs, conventions and exhibits, internal publications, sales and service literature, etc., covering 1932 expenditures as against 1933 budget.

WJSV is Refused Permit on Protest Of Naval Station

CBS Outlet is Experimenting With Directional Antenna

THE RADIO Commission on April 7 denied the application of WJSV, Alexandria, Va., CBS Washington outlet, for a regular license at its present location, sustaining the protest of the Navy Department that the station is causing serious interference with the experimental work of the Naval Research Laboratory, at Bellevue, D. C., a short distance from the station transmitter. The WJSV construction permit expires May 1.

Under special authority, granted by the Commission in a separate action, however, WJSV is experimenting with a directional antenna designed to curtail its signal in the direction of the Naval Laboratory sufficiently to eliminate the cause of complaint. Should these after-midnight experiments prove successful, it is believed the Commission will reconsider its action and allow the station to continue operations from its present location without Navy objection.

A. B. Chamberlain, CBS chief engineer; Frank Falknor, WBBM chief engineer and an expert on antennas, and Lester Bowman, WJSV chief engineer, are conducting the antenna experiments.

Held Closed Hearings

THE NAVY did not lodge its protest against WJSV until after the station had gone on the air from its new location last fall. At the Navy's request hearings were held behind closed doors on the grounds that radio experiments at Bellevue are strictly confidential. The Commission's decision was based on the disclosures at those hearings.

WJSV was leased by CBS from the Fellowship Forum Publishing Co., and operates on 1460 kc. with 10 kw. It succeeded WMAL, Washington, as the CBS outlet, the latter station having recently been leased by NBC as its Blue network link.

Uses Both Networks

THE FIRST case of a sponsor placing the same artist on both NBC and CBS networks is the "Country Club" program started by Richfield Oil Corp., March 31, over an NBC-WEAF network and featuring Alex Morrison, noted golf professional. Besides giving his golf instructions on the NBC network Fridays, 10:30-11 p.m., Morrison is also appearing for Richfield in a program of the same nature with the same title on 16 CBS stations, Mondays, 10-10:30 p.m., starting April 3. The Paul Cornell Co., New York, handles both accounts.

LOCATED just across Broad Street from Philadelphia's historic Academy of Music, WPEN recently broadcast an eye-witness account of a fire which did slight damage at the musical institution.

RADIO: FREE SPEECH DEFENDER

Leo Fitzpatrick Answers Detroit Free Press's Attack On Broadcasting in Coughlin Controversy

Mr. Fitzpatrick

AN ELOQUENT defense of radio against unjust attacks by what he termed the "yellow press" was voiced by Leo Fitzpatrick, vice president and general manager of WJR, Detroit, and vice president of NAB, in an address April 2 over WJR as a part of the Sunday night "Radio Realities" series.

Entering the controversy which is raging between the Rev. Charles E. Coughlin, pastor of the Shrine of the Little Flower, and the DETROIT FREE PRESS, Mr. Fitzpatrick asserted that it is time for "radio to take a stand in its own behalf."

Suits Threatened

THE CHALLENGE came on the heels of a threat by E. D. Stair, publisher of the FREE PRESS, to file a libel suit against Father Coughlin, WJR and the 26 stations which carry the priest's Sunday afternoon talks, for an attack on the Detroit paper in connection with the local banking situation. Father Coughlin was reported as threatening a counter suit for charges in the paper that he had used illegally money donated to the Shrine of the Little Flower.

Mr. Fitzpatrick's radio talk follows in part:

"In yesterday morning's paper [FREE PRESS] there appeared this statement: 'One of the great problems before our civilization today is the sinister insidiousness of the radio.' To that statement, I wish to offer radio's reply; and to claim that radio broadcasting is the greatest weapon mankind has ever had in the century old struggle for freedom of speech. There never has been in mankind's history, an instrument through which an attack of existing conditions of evil could be made as effectively. Nor has there ever been an instrument by which such attacks, if unjustly made, could so quickly and successfully be refuted.

Radio is Unbiased

"RADIO is the first means of communication to offer equal rights to both sides. If radio is used by one individual or one group to attack another, then the other side is afforded equal facilities for returning the attack. Radio can voice no editorial policy to sway public feeling. It cannot bias or color arguments in any way. Radio does not, and cannot, refuse its time to speakers on either side of any issue. Radio, by presenting arguments of both sides, in uncolored, unbiased fashion, leaves the decision squarely up to you, the radio public.

"According to the editorial column to which I have already referred 'with radio, there is no record, no permanent printed word!' With radio, you *do not need record* or printed word—you have the testimony of your own ears! Without radio, only a small percentage of the persons directly interested in any public topic can be directly addressed. The accounting to the remainder is left up to the newspapers. A newspaper sends one representative, either to interview the individuals concerned or to report a public meeting. Your account, as you read it in the paper the following morning, or afternoon, is heard and seen through the eyes and ears of that one newspaper representative; moreover, it can be shadowed, lightly or heavily, as the case may be, by the paper's editorial policy.

"*Radio* does not take upon itself the delicate task of picturing to an audience what an individual may have said. Radio places the actual voice of that individual in your home and *you* render your decision whether his arguments are rightly or wrongly inspired. Radio, as I have said repeatedly, gives you *uncolored, unbiased* accounts of every public issue or topic.

Urges Cooperation

"FROM my previous talks with you, in this same Sunday night series, you will know that I myself have always thought of newspapers and radio, as progressing along adjoining paths to times of greater prosperity and development. I have not thought of them as competing, or unfriendly, one

(*Continued on page 34*)

Wynn Audience Largest In Survey of 15 Cities

ED WYNN and the Texaco program was declared to be the most popular sponsored network program on the air last winter by the Arnold Research Service, New York, following a 12-weeks study of program preference in 15 cities. Telephone interviews revealed that the comedian had 78 per cent of the total listening audience to which his program was available.

Others which showed a high listening percentage are: Robert Burns, 57; Goldbergs, 56; Maxwell House, 52; Blue Ribbon Malt, 51; Amos 'n' Andy, 51; Eno Crime Club, 49; Oldsmobile, 44; Buick, 40; Myrt and Marge and Sherlock Holmes, each 35; Wheatena, 34; Inside Story, 34; Barbasol, 34; Romantic Bachelor, 33; Eskimo Club, 33; Royal Vagabonds, 33; Sinclair Minstrels, 32; Fu Manchu, 31; Tastyeast, 30.

A total of 36,000 telephone interviews were made each evening except Sunday from 7 to 8 and 9 to 10 p.m., EST, in Cincinnati, Chicago, Detroit, Providence, Washington, Albany, Cleveland, Hartford, Kansas City, New York, Baltimore, Boston, Buffalo, Philadelphia and St. Louis.

PHILLIPS H. LORD, who portrays Seth Parker over NBC, has abandoned radio for a year due to illness. He plans a cruise around the world with a party of friends.

Ralph Atlass Acquires WJJD, Moose Station; Details Are Withheld

CHICAGO, Ill. — Station WJJD, the 20 kw. station licensed to the Loyal Order of Moose but latterly controlled by the Columbia Phonograph Co., has either been sold or leased to Ralph Atlass, owner of WJKS, Gary, Ind., who succeeded C. A. Howell as manager on April 1. Formal announcement of the deal has not been made, Mr. Atlass declining to give details beyond stating that the studios of WJJD will be moved out of the Palmer House. The transmitter and two other studios are located at Mooseheart, Ill.

Mr. Howell's plans have not been divulged, although he has indicated he may join KYW. Mr. Atlass has been identified as an operator of radio stations since 1923, when he and his brother Leslie, now Chicago division manager of CBS, established WBBM in a small town in Illinois. Later WBBM was moved to Chicago and sold to CBS. After selling his interest in WBBM, Ralph Atlass purchased WLAP, Louisville, which he subsequently sold to local interests. Later he bought control of WJKS.

WJJD operates on 1130 kc., limited time, sharing that channel with KSL, Salt Lake City. Art Linick, veteran Chicago radio entertainer, has been appointed business manager. Other additions to the staff include John O'Hara, sports announcer; Neil Tuttle, salesman; Ben Cantor, musical director, and Charles Lamphier, announcer.

Dyer Buys WSBC

GENE DYER, operator of WGES, Chicago, has announced the purchase of WSBC, Chicago, from C. J. Gordon, wholesale furrier, who has been operating the latter station since last August. Deal was effective April 1. WSBC divides time with WCRW and WEDC. Mr. Dyer will continue to operate WGES along with WSBC. He has appointed John Stamford program manager and Harry Hosford musical director.

Advertising Series

PROMINENT representatives of the advertising field are engaged for a series of talks over WOR, Newark, N. J., each Tuesday night at 6:55 p.m. under the auspices of the Advertising Federation of America. Harry Tipper, advertising director of FORBES MAGAZINE, is the first speaker April 18.

Stoopnocratic Movies

COLONEL STOOPNAGLE and Budd, CBS comedians, are busy interpreting Stoopnocracy for the movies. They have recently done a sequence for their first feature talking picture, "International House", have made a one-reel talkie on the subject and have explained their economic movement to the newsreel camera.

The YANKEE NETWORK NEWS

NEW ENGLAND — APRIL 1933

$100,000 NEW BILLING IN TWO WEEKS

Come And Get It!

EDITORIAL

Watts vs. Listeners

Watt an idea—buying station time on wattage. Yet many buyers of radio time still contract on that basis.

No space buyer would expect to cover New England with one Boston newspaper, although Boston papers do circulate extensively throughout New England. Some radio buyers, on the other hand, pretend to believe that if a station is powerful enough to cover New England it actually is listened to all over New England. This is not true and hasn't been true since Coolidge's first administration.

Coverage is not watts—it's listeners. Local stations, like local newspapers, are necessary for complete New England coverage, because each station has strong local appeal.

The advertiser who buys the Yankee Network obtains eight-station coverage reaching into every major trading area. In addition he has the advantage of greater flexibility. He can spot his program in the particular trading area where he has the most retail outlets.

The Yankee Network

Exclusive National Sales Representative:
SCOTT HOWE BOWEN, Inc.
New York Chicago Detroit
San Francisco Omaha

IODENT PROGRAM BOOSTING SALES

Detectives "Black and Blue" are pulling plenty of mail for Iodent Tooth Paste—and it is the kind of mail that means sales. The number of requests for premiums (each request accompanied by an Iodent box) indicates that these two comedians—"the world's dumbest sleuths"—are reaching a highly responsive audience through WNAC, the Yankee Network Key Station.

The program is on three times a week—Mondays, Wednesdays and Fridays at 6:30 P. M.

PRICE CUT FOR A. M. ANNOUNCEMENTS

The Boston Information Service of Station WNAC which is on the air each morning from 7:45 to 9:00 o'clock, each afternoon from 1:00 to 2:00 P. M., except Sunday, giving the advertiser 150 word announcements between recorded selections of the world's finest music, is now offered at Ten Dollars per broadcast. This is a reduction of 33 and 1/3 per cent.

The high standard and result getting power of these broadcasts will still be in effect, but in order to make it possible for more people to enjoy the benefits of this very excellent period, the price has been reduced to Ten Dollars.

YANKEE NETWORK SIGNS 8 ACCOUNTS

New Sponsors Snap Up Choice Time As Winter Contracts Expire

The signing of eight new contracts, totaling $100,000 new billing, by the Yankee Network during the two weeks ending March 4th, is a striking demonstration of confidence in the pulling power of WNAC and the Yankee Network in New England.

This is the time of year when the expiration of short term contracts makes available some choice time on this popular regional chain, and advertisers were quick to snap up this open time.

The new contracts include the following accounts:

Berwick Cake
Underwood's Deviled Ham and Clam Chowder
I-Car-De Mayonnaise
Estabrook & Eaton Cabinet Cigars
Gilchrist's (Department Store)
Carroll Perfume Stores
Gibson Electric Refrigerator
United States Oil Burner

It will be noted that these accounts are all national in character, with the single exception of Gilchrist's department store.

Incidentally, the rapidity with which this business was signed shows how anxious many advertisers are to reach the New England market. New England still has money to spend, and the Yankee Network reaches the largest audience in this territory.

17,281 LETTERS FOR ROBERT BURNS

17,281 letters in response to a single broadcast—that is the record set up by WNAC, Boston, and WEAN, Providence in connection with the Robert Burns Fifth Anniversary Program, Wednesday, March 1st.

A response like this certainly means that these two dependable old Yankee Network stations are producing heavily for the Robert Burns Cigar and will continue to do so.

The Robert Burns program, sponsored by the General Cigar Company, features Burns and Allen. It is on the air every Wednesday evening at 9:30.

Joint Group Urged To Promote Radio

Service Men Propose Plan to Coordinate Industry

Mr. Hathaway

FORMATION of a "Joint Committee to Extend the Usefulness of Radio", consisting of representative subcommittees of the NAB, the Radio Manufacturers Association and the Institute of Radio Service Men, has been proposed by the board of directors of the latter organization and is being considered by the other trade organizations.

Ken Hathaway, executive secretary of the Institute, presented the plan in tentative form in Washington on April 4 to Philip G. Loucks, NAB managing director, and Bond Geddes, vice president and general manager of the RMA. Final approval rests with the boards of the two groups.

Hits Unethical Practices

MR. HATHAWAY explained that the proposal was presented with a view to bringing about a closer relationship between the several branches of the radio industry, and to conduct in economical fashion a promotional and educational campaign that will not conflict with the established policies of any part of the industry. Use of "editorial periods" on the air is being considered as a part of the project.

Established nearly two years ago, the Institute is engaged in the development of the service field to enable the clientele of the radio industry to obtain the type of service that will insure satisfaction and good-will, Mr. Hathaway declared. Heretofore, he said, the service field was unorganized and worked in haphazard fashion, so that it has never been in position to do its part in selling radio to the listening public.

"Certain unethical practices that have gained considerable headway," Mr. Hathaway said, "have done much to tear down the industry by creating dissatisfaction that results in loss of listening audience, and, from the standpoint of the manufacturers, loss of prospective customers for repeat or additional business." He said the Institute is doing its utmost to combat such practices.

As outlined, the plan points out that all activities of the proposed joint committee shall aim toward (1) creating satisfaction to radio listeners, (2) establishing the good will of the public and (3) increasing the listening audience and extending the usefulness of radio.

KGNO Gets Increase

AN INCREASE in power from 100 to 250 watts and a change in frequency from 1210 to 1340 kc. for KGNO, Dodge City, Kan., was authorized by the Radio Commission April 7, reversing the recommendation of Examiner R. H. Hyde, (Report No. 451).

Latest Quota Distribution

[Official Radio Commission Tabulation as of March 25, 1933]

	Population	Total Due	Total Assigned	Over or Under Quota Units	Over or Under Quota Per cent
FIRST ZONE					
New York	12,588,066	35.07	37.95	+ 2.88	+ 8
Massachusetts	4,249,614	11.84	10.46	— 1.38	— 12
New Jersey	4,041,334	11.26	11.53	+ 0.27	+ 2
Maryland	1,631,526	4.55	4.20	— 0.35	— 8
Connecticut	1,606,903	4.48	3.60	— 0.88	— 20
Puerto Rico	1,543,913	4.30	0.50	— 3.80	— 88
Maine	797,423	2.22	2.24	+ 0.02	+ 1
Rhode Island	687,497	1.91	1.40	— 0.51	— 27
District of Columbia	486,869	1.35	1.30	— 0.05	— 4
New Hampshire	465,293	1.29	0.92	— 0.37	— 29
Vermont	359,611	1.00	0.64	— 0.36	— 36
Delaware	238,380	0.67	0.62	— 0.05	— 7
Virgin Islands	22,012	0.06	----	— 0.06	—100
Total	28,718,441	80.00	75.36	— 4.64	— 6
SECOND ZONE					
Pennsylvania	9,631,350	27.63	20.32	— 7.31	— 26
Ohio	6,646,697	19.07	19.29	+ 0.22	+ 1
Michigan	4,842,325	13.89	10.63	— 3.26	— 23
Kentucky	2,614,589	7.50	8.50	+ 1.00	+ 13
Virginia	2,421,851	6.95	9.50	+ 2.55	+ 37
West Virginia	1,729,205	4.96	5.20	+ 0.24	+ 5
Total	27,886,017	80.00	73.44	— 6.56	— 8
THIRD ZONE					
Texas	5,824,715	16.22	22.67	+ 6.45	+ 40
North Carolina	3,170,276	8.82	8.15	— 0.67	— 8
Georgia	2,908,506	8.10	8.15	+ 0.05	+ 1
Alabama	2,646,248	7.37	6.32	— 1.05	— 14
Tennessee	2,616,556	7.29	12.80	+ 5.51	+ 76
Oklahoma	2,396,040	6.67	8.44	+ 1.77	+ 27
Louisiana	2,101,593	5.85	8.39	+ 2.54	+ 43
Mississippi	2,009,821	5.60	3.25	— 2.35	— 42
Arkansas	1,854,482	5.16	4.70	— 0.46	— 9
South Carolina	1,738,765	4.83	2.00	— 2.83	— 59
Florida	1,468,211	4.09	8.45	+ 4.36	+107
Total	28,735,213	80.00	93.32	+13.32	+ 17
FOURTH ZONE					
Illinois	7,630,654	22.52	34.19	+11.67	+ 52
Missouri	3,629,367	10.71	11.79	+ 1.08	+ 10
Indiana	3,238,503	9.56	7.44	— 2.12	— 22
Wisconsin	2,939,006	8.67	7.74	— 0.93	— 11
Minnesota	2,563,953	7.57	9.08	+ 1.51	+ 20
Iowa	2,470,939	7.30	11.60	+ 4.30	+ 59
Kansas	1,880,999	5.55	5.85	+ 0.30	+ 5
Nebraska	1,377,963	4.06	7.30	+ 3.24	+ 80
South Dakota	692,849	2.05	3.17	+ 1.12	+ 55
North Dakota	680,845	2.01	2.99	+ 0.98	+ 49
Total	27,105,078	80.00	101.15	+21.15	+ 26
FIFTH ZONE					
California	5,677,251	36.86	38.06	+ 1.20	+ 3
Washington	1,563,396	10.15	15.59	+ 5.44	+ 54
Colorado	1,035,791	6.72	9.24	+ 2.52	+ 38
Oregon	953,786	6.19	9.22	+ 3.03	+ 49
Montana	537,606	3.49	3.65	+ 0.16	+ 5
Utah	507,847	3.30	6.60	+ 3.30	+100
Idaho	445,032	2.89	3.00	+ 0.11	+ 4
Arizona	435,573	2.83	2.56	— 0.27	— 10
New Mexico	423,317	2.75	4.03	+ 1.28	+ 47
Hawaii	368,336	2.39	1.84	— 0.55	— 23
Wyoming	225,565	1.46	0.60	— 0.86	— 59
Nevada	91,058	0.59	0.70	+ 0.11	+ 19
Alaska	59,278	0.38	0.68	+ 0.30	+ 79
Total	12,323,836	80.00	95.77	+15.77	+ 20

AN INCREASE to 30 in the number of overquota states, as computed under the Radio Commission's quota system drafted in compliance with its interpretation of the Davis Amendment, is revealed in the latest analysis of quota distribution prepared by the Commission. The 18 remaining states and the District of Columbia are shown to be delinquent in facilities, while 27 states were overquota when the last compilation was made in November.

The figures again disclose the utter futility of compliance with the Davis Amendment, which demands an equal distribution of stations, power and hours of operation among the five radio zones, and equitable distribution among the states in each zone, according to population. The amendment was enacted more than four years ago.

Numerous minor changes in the quota status of individual states are shown in the new analysis. Using the arbitrary figure of 400 units established by the Commission as the country's quota, the analysis discloses that the United States as a whole is 39.04 units overquota—a gain of nearly two units, or the equivalent of two stations of 1 kw. power each operating full time, since the last analysis was made.

Whereas each zone is entitled to 80 units, the first zone has 75.36, the second 73.44, the third 93.32, the fourth 101.15 and the fifth 95.77. The most overquota state, Illinois, has an excess of 11.67 units. Pennsylvania, the most underquota state, is short 7.31 units.

The view has been prevalent for some time that Congress will repeal or modify the Davis Amendment, because it has proved practically unworkable without drastic readjustments that would result in protracted litigation.

Engineers to Cooperate In Deleting Radio Hum

A RESOLUTION providing for mutual cooperation between set manufacturers and broadcasting stations in the elimination of hum in both transmitters and receivers was adopted at a joint engineering meeting held in New York April 8. Attending were members of the NAB engineering committee, RMA engineering committee and IRE broadcast committee.

The resolution states that most stations and receivers are satisfactory from the standpoint of hum modulation. Attention will be directed to the few transmitter installations and receivers that do create hum.

Those attending the meeting in behalf of the NAB included Joseph A. Chambers, chairman engineering committee; J. C. McNary, NAB engineer; E. K. Cohan and W. B. Lodge, CBS; Charles W. Horn and Raymond Guy, NBC; R. N. Harmon, Westinghouse, and John Fetzer, WKZO, Kalamazoo. IRE representatives included E. L. Nelson, Bell Laboratories, chairman broadcast committee; John V. L. Hogan, consulting radio engineer, and L. F. Jones, RCA-Victor. Virgil Graham, Stromberg-Carlson, chairman of the RMA engineering committee, also attended.

Court Denies WOQ Plea; Dismisses WERE Appeal

A MOTION for reconsideration of the KFH-WOQ case, filed jointly by the Radio Commission and WOQ, Kansas City, was denied by the Court of Appeals of the District of Columbia April 7. In a decision last month, the court reversed the Commission's order deleting WOQ and assigning KFH, Wichita, Kan., full time on 1300 kc. In so deciding, it remanded the case to the Commission for rehearing, which led to the joint motion for reconsideration.

A motion for dismissal of the appeal of WERE, Erie, Pa., from the Commission's decision ordering it off the air, was granted by the court April 14. The Commission contended that the Erie Broadcasting Corp., licensee, was bankrupt, and therefore not qualified to hold a license. Counsel for the station had been granted leave by the court earlier in the week to withdraw from the case. Dismissal was based on failure of WERE to pay costs of printing the court record.

WHO-WOC Tests 50 kw.

THE NEW building of the Central Broadcasting Co. having been completed at Davenport with the antenna towers up, tests of the new 50 kw. transmitter of WHO-WOC, Des Moines-Davenport at Mitchellville, Ia., are scheduled to start after midnight April 17. The station is tentatively scheduled to go on 50 kw. daytime on April 22, with its full-time dedication April 25. Dedicatory ceremonies will be carried on an NBC network.

AMOS 'N' ANDY arrived in New York April 10 to make an animated cartoon movie short, the second in a series. The cartoons are based on their radio act.

Bill on Food-Drug Ads Being Studied

Tentative Plan Forms Part Of Government Program

PRELIMINARY consideration is being given by the Department of Agriculture to the sponsorship of legislation for amendment of the Pure Food and Drug Act of 1906 to make its terms applicable to advertising of such commodities in all media.

Prof. Rexford G. Tugwell, assistant secretary of agriculture, informed BROADCASTING April 11, that he has asked the Food and Drug Administration of his department for suggestions along that line, but emphasized that nothing of a definite nature has been done. He said this was simply a part of a general legislative program being studied by the department.

The existing act gives the Food and Drug Administration power to prevent adulteration of foods and drugs (including cosmetics) and to require that they are properly represented on their labels. It does not give control over advertising, which in another fashion is vested in the Federal Trade Commission.

It was recalled that last year the Agriculture Department favored legislation which would make the law applicable to advertising of foods and drugs in print or over the air. In other words, representations as to the merits of products made in published advertising would not be permitted to exceed what was construed to be proper by the Administration on the labels of the packages containing the commodities. The advertising medium, in that proposed legislation, would have been held equally responsible with the advertiser.

Bristol-Myers Test

IN AN EFFORT to determine what period of the afternoon brings the best response to a particular advertising appeal, Bristol-Myers Co., New York, through World Broadcasting System, is spotting its "Through the Looking Glass" transcription series for Ingram's Milkweed Cream at different afternoon hours on different stations. After thus testing for four weeks, the company shifted periods for another four weeks and reported obtaining a 50 per cent increase in inquiries. The test will be continued for a time.

Watch Tower Net

WATCH TOWER Bible & Tract Society has arranged a special A. T. & T. hookup of 36 stations for the Easter Day broadcast 6-7 p. m., EST, April 16, by Judge J. F. Rutherford. Stations included were WINS, WICC, WOC, WDRC, WHO, WOL, WKBN, KYW, WLBZ, WAGM, WCAO, WFBR, WESG, WHEC, WIBX, WADC, WAIU, WLBW, WEAN, WHDH, WNAC, WNBH, WMAS, WORC, WBCM, KSTP, WFEA, WPG, WOKO, WBBR, WFBL, WBT, WHK, WCAH, WIP and WISN.

PROOF of the PUDDING

WCKY
The Voice of Cincinnati

5000 WATTS
CLEARED CHANNEL
UNLIMITED TIME

OWNED AND OPERATED BY
L. B. WILSON, INC.
COVINGTON, KY.

April 11, 1933

Mr. Sol Taishoff,
Managing Editor,
Broadcasting,
National Press Bldg.,
Washington, D. C.

Dear Mr. Taishoff:

WCKY has used but two ads in BROADCASTING. After each issue was out we have received numerous inquiries for time and several contracts.

So far our advertising in BROADCASTING has cost us nothing. We have secured sufficient business because of the ads to more than pay for them.

Ads in BROADCASTING get results and we know it.

With best wishes,

Sincerely,

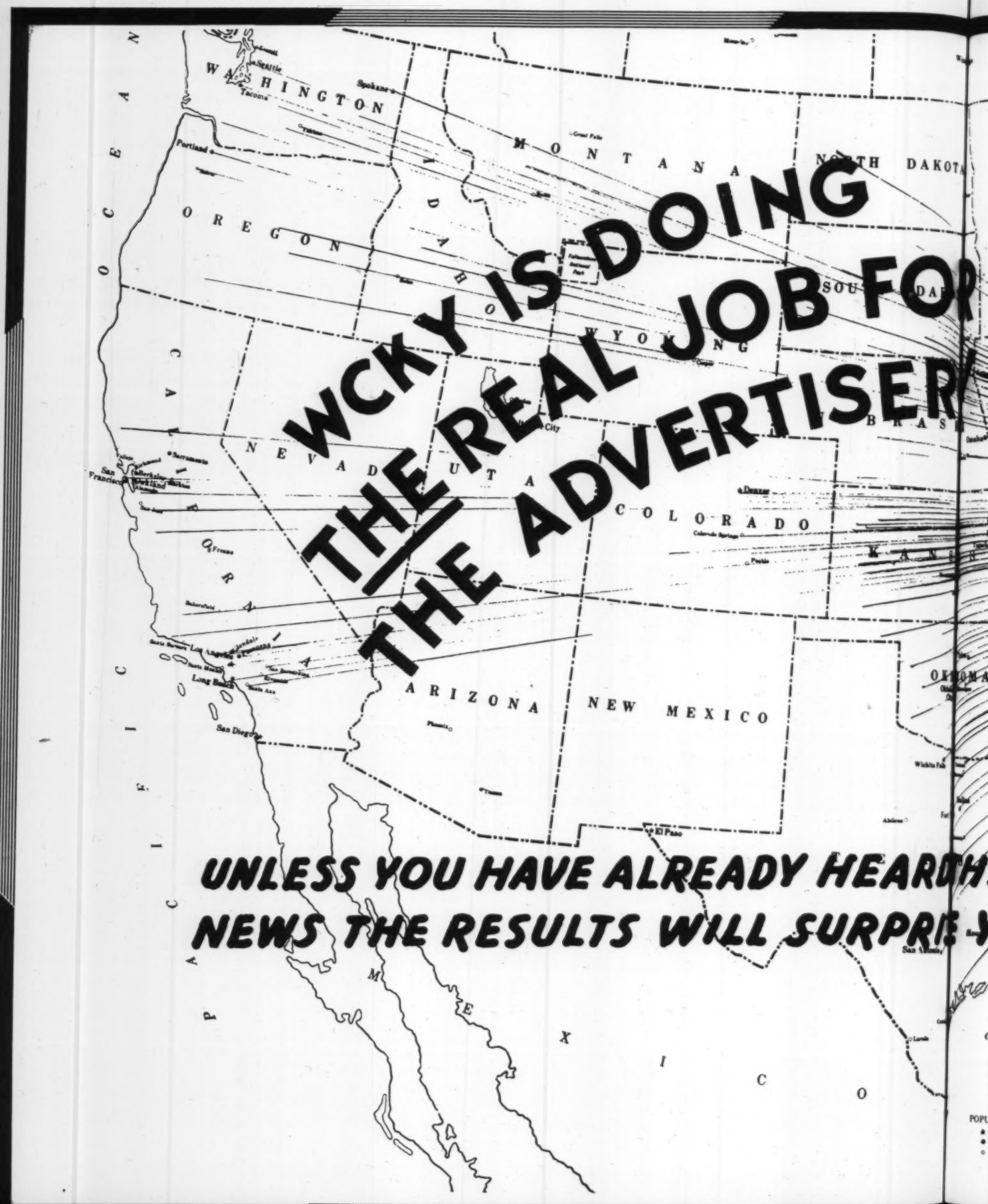
L. B. Wilson

F/

Last Forms May 1 Issue Close April 25

BROADCASTING
Broadcast Advertising

NATIONAL PRESS BUILDING WASHINGTON, D. C.


WCKY IS DOING
THE REAL JOB FOR
THE ADVERTISER
UNLESS YOU HAVE ALREADY HEARD
NEWS THE RESULTS WILL SURPRI
WASHINGTON
OREGON
MONTANA
NEVADA
COLORADO
ARIZONA
NEW MEXICO
OCEAN
PACIFIC
MEXICO

"THE VOICE OF CINCINNATI"

5000 watts
cleared channel
unlimited time

WCKY

IN THE HEART OF THE RICH MIDWESTERN MARKET • Received mail from 1620 cities in the United States and 103 cities in Foreign countries in 1932 • The preferred station of 4,917,000 potential listeners in a total of 81 counties in Ohio, Indiana and Kentucky • Affords concentrated coverage in 9 buying centers • Complete merchandising service at no extra cost.

OWNED & OPERATED by L. B. WILSON INC.

BROADCASTING
and
Broadcast Advertising

MARTIN CODEL, Publisher
SOL TAISHOFF, Editor
F. G. TAYLOR, Advertising Manager

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"A Point Missed"

WITH THE penetrating thesis of that brilliant little booklet printed for private distribution by CBS titled "We Think a Point Has Been Missed", the radio and advertising fraternity cannot but wholeheartedly agree. Attention is called to the fact that radio has been generously thanked by publicists and the press for the part it has played in President Roosevelt's attack on the national crisis. The "point missed" is that "it remains for radio to thank the President." Why? We take the liberty of quoting:

Surely no one thing could have flung radio farther forward in the minds of men who must win public faith in a name, or an idea, or a product, than the use of the microphone to sell America sanity.

What else could have crystallized into print, overnight, such flashing phrases as Kenneth Goode's: "On March 4th, President Roosevelt did advertising's most magnificent job. Eight minutes over the radio, advertising 'courage,' conquered despair." And * * * "Let him (any advertising man) figure how much Mr. Roosevelt's eight minutes over the radio added to the cash value of the nation. * * * Commodity markets pulsated, dollars rose around the world, demand for department store credit leaped 40 per cent."

What else could have won radio such gallant praise from the press: * * * Surely, for those of us who have been behind the scenes in the weeks which have followed, it is hard to believe that any other drama could have called radio so urgently into the council and conference rooms of America —its force suddenly revealed, its promise newly seen, its influence on social and on business thinking so swiftly accelerated overnight. * * *

The real "push or pull" of the big idea always seems to wait upon a man. We believe that radio has thus far only scratched the surface of its use as an educational and advertising force. We believe one man has revealed the power of its "pull" —far more pointedly than all of radio's success stories put end to end. And we believe that radio broadcasting and American business, working in closer double harness than ever, will find that they owe that man a lasting debt.

Copyright War

RADIO has finally called the bluff of Mr. E. C. Mills, general manager of ASCAP, on his constantly reiterated invitation to reopen negotiations for a revision of broadcast music royalties. And they found he was a bluffer, with an ace in the hole; nothing else.

In a desire to be fair with ASCAP, in spite of its many showings of bad faith, a committee of the NAB headed by President McCosker, called on Mr. Mills to open negotiations for revision of the contracts. The maestro of Tin Pin Alley promptly announced to these gentlemen that there would be no revision of the contracts—"except upward." That was the false cloak behind which he has hidden since last autumn when he first announced he was ready to talk about readjustments. To every protest against the new contracts since then, he has replied that the door was open for further arbitration.

To call such an act bluff is putting it mildly. It is subterfuge of the worst order. Honesty and fair play was all that the NAB had sought in its ultimate acceptance of that invitation.

That was the last straw. It is open warfare now between the NAB and ASCAP. NAB's case is in capable hands. And the radio industry goes into it with a clear conscience for it feels it is on the right side of the law. The litigation against ASCAP, whatever its form, should be effective with Newton D. Baker and his associates handling it. With Mr. McCosker heading the NAB and its activity on the two other fronts of the three-point program detailed in this issue, broadcasters can be assured of a courageous and effective attack. In Oswald F. Schuette as NAB copyright director in charge of the Radio Program Foundation and in pressing legislation, the industry has an indefatigable worker who can make himself heard and felt.

Mr. Mills, we believe, will find that he has trifled once too often with the radio industry.

Commission's Fate

ADMINISTRATION economy has hit the Radio Commission again, this time to the tune of $140,000. During the coming fiscal year, which begins July 1, the Commission must get along with about half the appropriation it had last year. But it can stand the cut, and probably without material loss in efficiency.

Despite this, there is still talk of abolishing the Commission altogether, and of tossing radio regulation back to the Commerce Department. That should not happen, at least unless provision is made for a radio appeals board to insure judicial scrutiny of controversial matters. Radio regulation is too important and too complex a matter to be subjected to the control of one man, who would become a virtual dictator in allocating facilities. Even with five men, the Commission is accused of yielding to political suasion all too often. How much easier it might be to pull political wires, if only a single individual had the say!

It is by no means certain that the Commission will be abolished. Elsewhere in this issue it is reported that Secretary of Commerce Roper has submitted to President Roosevelt a plan to consolidate all governmental agencies dealing with transportation and communications. On the committee that worked out this plan were General Saltzman, former Commission chairman, and Judge Ewin Davis, former chairman of the House Merchant Marine, Fisheries and Radio Committee. These men were not placed on that committee of four because of their radio knowledge; they were selected because of their concept of the whole broad field of railroading, shipping and aviation, as well as the several branches of communication. The problem is vastly bigger than radio alone.

Since President Roosevelt has seen fit to complete the personnel of the Commission, and since his Budget Bureau has taken occasion to slice the Commission's appropriation again, it is difficult to believe that he contemplates abolishing the Commission. The Roper plan, which may or may not include radio, is simply tentative, and will be subjected to scrutiny in every detail before it gets presidential approval.

The RADIO BOOK SHELF

LAST of the individual state reports from the census of distribution, covering wholesale and retail trade, have just been issued by the Census Bureau. The final report on wholesale distribution in North Dakota completes this series, while reports for the states of South Carolina, Michigan, New York and Texas are the last to be issued on retail distribution. The reports are available from the Government Printing Office at costs ranging from 5 to 35 cents per copy.

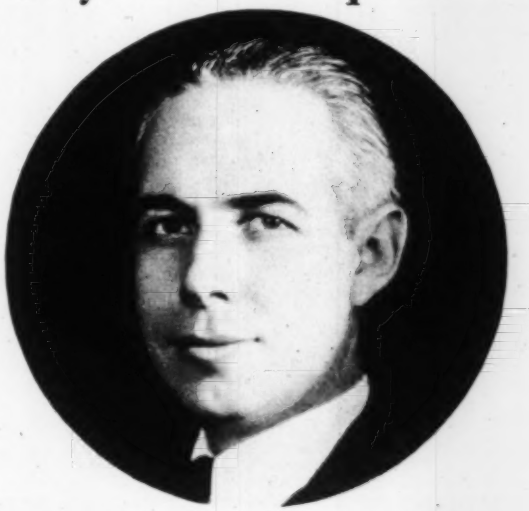
The retail reports contain more than 100 tables, showing for each kind of business, the number of employes, payroll, stock on hand, net sales, operating expenses, and related data; analysing the credit business of retail stores; showing whether goods were sold by chain stores or independents; and indicating the volume of sales of each commodity group.

The individual state reports on wholesale distribution give a wealth of data on wholesale trade, with valuable information on operating expenses, sales of various commodities, and types of establishments operating in this field, in addition to statistics on volume of business, number of establishments, etc.

A CAREFUL analysis of radio programs available to listeners in European capitals and of those heard in New York convinces Deems Taylor, noted music critic, that the American system of broadcasting actually provides more high class musical entertainment than do the government-operated station abroad. In the April HARPERS MAGAZINE he answers many of the criticisms of commercial radio under the heading, *"Radio—A Brief for the Defense"*. The more intelligent class of listeners are to blame, he concludes, if broadcasters here withdraw opera stars or symphony orchestras from the air because a scarcity of fan letters indicates a lack of appreciation.

COSMO HAMILTON'S talks over WOR on "People Worth Talking About" have been incorporated into a book by that title just off the presses of Robert M. McBride & Co., New York, $2.50. The noted author's rich fund of anecdotes about notables like H. G. Wells, Rudyard Kipling, James M. Barrie, Joseph Conrad, John Galsworthy, Oscar Wilde, Gilbert Chesterton, P. G. Wodehouse and other literary "immortals," as well as his slants on American men of letters. makes delightful reading. The publishers call this book "a gallery of intimate portraits" and it is illustrated with caricatures by Conrado Massageur.

We Pay Our Respects to—



ARTHUR BURDETTE CHURCH

BACK in 1914, a skinny lad of 18 who was working his way through college built an amateur radio station out in Iowa. Known to his amateur buddies as "Announcer ABC", this youngster used the station to promote the sale of wireless apparatus to other amateurs and to schools. In this way he realized enough to pay his tuition and all other expenses.

That may or may not have been the beginning of the use of radio as an advertising medium. It was at least the beginning of the career of one of radio's best known, best liked and mose successful broadcasters. That scrawny kid was Arthur Burdette Church, now vice president and general manager of KMBC, Kansas City, and treasurer of the National Association of Broadcasters.

Arthur Burdette Church is master of all the arts that unite to make radio. First, he is an executive. But his training includes radio engineering, music, continuity writing, program building and salesmanship. A half-dozen of the programs he originated at KMBC have been graduated to the networks, the most famous of which is "Easy Aces". His station is generally recognized as one of the outstanding one-kilowatt broadcast plants in the country.

At 37, Mr. Church is a pioneer among the pioneers of radio. He has followed no other profession than radio, beginning in broadcasting in 1921, or less than a year after modern broadcasting had its inception. He was actually actively interested in radio experimenting in 1913, a year before he installed his first "ham" station, which was of the old "stone crusher" rotary gap type.

Arthur Burdette Church was born in the little Latter Day Saint (Mormon) community of Lamoni, Iowa, August 5, 1896. He was graduated from the Graceland Junior College at Lamoni. During summers, between school terms, he studied radio at Dodges Institute, Valpariso, Ind. He also studied music at Graceland College and at Valpariso University.

An indefatigable worker, young Church was not satisfied with the revenue he made selling apparatus over his amateur station. Having become a commercial radio operator by virtue of his studies at Dodges Institute, he organized classes of his own for the training of commercial radio operators, while later attending Iowa State College. When this country entered the World War, he enlisted in the Army, and forthwith was assigned as a Signal Corps radio instructor at Fort Leavenworth. Later he was sent to the officers' training camp at Camp Meade, Md., where he was stationed when the Armistice was signed.

After the Armistice he returned to Kansas City. At 23 he founded the Central Radio School of Kansas City. In April, 1922, the Department of Commerce assigned him his first regular broadcasting license with the call letters WPE. Radio listeners and "hams" of 10 years ago, will readily remember the deep voice of "Announcer ABC", who also happened to be program director and chief engineer as well as an occasional performer.

At that time WPE boasted the first specially constructed studio in the middle west. The following year, 1923, the call letters were changed to KFIX, and the station was acquired by the Latter Day Saint Church. It was moved to Independence, Mo., nine miles east of Kansas City, where the present transmitter is located. The station continued to develop and acquired its present power of 1,000 watts in 1924.

It was in 1927 that the Midland Broadcasting Co. took over the station, changing its call letters to KMBC and assigning to Mr. Church the task of building an organization to keep pace with developments in broadcasting that were rapidly gathering momentum.

Since 1931, KMBC has originated on an average of four programs daily to over 20 CBS stations west of its basic network. Most of these programs were built and arranged by Mr. Church himself.

Since 1925, when the NAB was a toddling infant as a trade association, Arthur Burdette Church has been a member of its board of directors. Then only 30, he was the youngest member of the board.

Always active in local civic affairs, Mr. Church is a 10-year member of the Kansas City Chamber of Commerce, a member and past vice president of the Kansas City Advertising Club, vice president of the Kansas City Electric and Radio Association, and a member and past secretary of the Hawkeye Radio Association. His college fraternity was Sigma Pi. He was married while attending Graceland Junior College.

"Art" Church has only two real hobbies—radio and photography. He is awaiting the time when radio will embrace photography to bring into being that something called television. He will be ready, for KMBC is an affiliated holder of an experimental television license.

PERSONAL NOTES

VICTOR C. DIEHM, formerly commercial manager of WORK, York, Pa. and before that with Stations WCAO, Baltimore, and WRAW, Reading, Pa., has been made manager of WAZL, Hazleton, Pa., latest unit of the Mason-Dixon Group. Jack McCartney has been transferred from WORK as new program director of WAZL. Ralph Hoyt, former announcer of WFBR, Baltimore, is new announcer and continuity writer. The WAZL staff also includes Thomas Tite, announcer and staff pianist; and Kathryn Kahler, in charge of women's features.

R. C. HANNAFORD, formerly district manager for J. Ralph Corbett, marketing and merchandising consultant with offices in New York and Cincinnati, has joined WCKY, Covington, Ky., to direct a merchandising service for its clients.

MRS. MARJORIE HALLER, wife of Richard V. Haller, assistant manager of KGMB, Honolulu, has been engaged by NBC, San Francisco, as research editor and reporter on Rush Hughes' Langendorf Pictorial program.

HERR MAX DONISCH, noted German composer and recently a musical critic, has been named head of the musical department of the Deutschlandsender station at Konigwusterhausen, succeeding Professor Meersmann. Major Donisch has also been active in politics.

GEORGE E. BOUNDS has been appointed director of advertising and publicity for KMOX, St. Louis. He was previously sales director in charge of publicity at Parks Air College and before that was with B. Nugent & Bros. store, St. Louis.

E. P. H. JAMES, head of the NBC sales promotion department, New York, addressed the Radio Advertising of the New York Advertising Club April 5.

PHILIP F. WHITTEN, for the last two and a half years account executive with CBS, is now sales manager for WINS, New York.

DUNCAN MOORE, director of public relations for WJR, Detroit, has been appointed an admiral in the "Michigan navy" by Gov. William A. Comstock.

PAUL MYERS, former commercial manager of KFVD, Culver City, Cal., has joined the commercial sales force of KFI-KECA, Los Angeles.

JUDITH WALLER, educational director of NBC in Chicago, spoke on "Radio in Education" before the Northwestern New York State Teachers convention in Buffalo, April 7. She will speak on the same subject before the Illinois Congress of Parents and Teachers at Danville, Ill., April 20, and at the annual meeting of the National Congress of Parents and Teachers in Seattle, May 24.

CLYDE SWEETEN, formerly conductor for the RKO Golden Gate Theater in San Francisco and before that with the Salt Lake symphony, has been appointed musical director of KFRC, San Francisco, succeeding Walter Kelsey. Mel Venter has joined KFRC as announcer, taking the post vacated by Walter Bunker, Jr., who is on a leave of absence touring Europe.

RAYMOND PAIGE, music and program director for KHJ, Los Angeles, has been promoted to the post of music director for the Don Lee System. Mahlon Merrick, formerly with NBC and KFRC, San Francisco, is now program manager for KHJ.

M. H. AYLESWORTH, president of NBC and RKO, in company with Will Hays, movie czar, and Joseph Schenck, film producer, visited the NBC Chicago studios April 7 on their way to Los Angeles.

WEBLEY EDWARDS, program manager of KGU, Honolulu, has been visiting in California.

PHIL LOHMAN, advertising man, has joined the sales staff of WFAA, Dallas.

BEHIND THE MICROPHONE

NEARLY two columns of the April 1 PRISON NEWS, published by inmates of the North Carolina state prison at Raleigh, are devoted to a eulogy of Miss Lib Smith, staff artist of WPTF, for responding regularly to requests for special numbers coming from the prisoners.

THE CHOIR of Illinois Wesleyan University, Bloomington, Ill., presented an original Easter oratorio written by Bill Cooper and Harold Fair, of the CBS Chicago studios, over a CBS network April 13.

MICHEL PERRIERE, concert master at KFI, Los Angeles, left for France early in April for a honeymoon trip of two years.

HOWARD PETRIE, NBC announcer, and Miss Alice Wood, NBC hostess, will be married in the Little Church Around the Corner April 21.

GAY LEE, noted director of women's programs, has joined KSD, St. Louis, and now conducts a daily women's feature. She was formerly with KMOX, St. Louis.

AARON GONZALES, young Spanish composer-pianist, has been added to the staff of KHJ, Los Angeles. He recently wrote "Deep Melody".

NORMAN BARRY, former sports announcer of WIBO, Chicago, has been added to the announcing staff of WBBM, Chicago.

GEORGE T. CASE, formerly chief announcer of WCKY, Covington, Ky., has joined the announcing staff of WFBE, Cincinnati.

LLOYD GRIFFIN, announcer of WIBO, Chicago, and Dorothy Vergess, Chicago radio entertainer, were married in Chicago March 26.

BORIS NELSON, formerly of WLAP, Louisville, is now conducting a music reporter series weekly on WIBO, Chicago.

LANNY ROSS, NBC singer, is making a short of popular songs for Paramount Pictures.

The Big Five
of
Pittsburgh's
Department
Stores

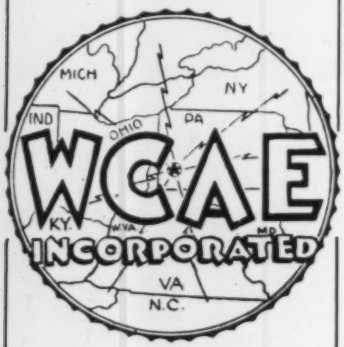
USE
WCAE
to Carry
Merchandise
Messages to
Pittsburgh's
LARGEST
RADIO
AUDIENCE

■

WCAE Is First on the air in Pittsburgh, and the last off. Its week-day schedule of *18 hours, 18 minutes* carries programs of local appeal and NBC Red Network features.

■

1000 Watts *1220 Kcs.*



Affiliated with
Pittsburgh Sun-Telegraph

WILLIAM L. DOUDNA, radio editor of the WISCONSIN STATE JOURNAL and announcer on its station, WIBA, Madison, was voted the most popular announcer in the area recently by ballot of listeners. He won over four NBC and two CBS announcers.

ADDITIONS to the talent staff of WMCA, New York, include Don d'Alvarez, scion of a Spanish noble family banished from Spain by the Republic, and Dorothy Cole, a Chicago society girl who sings.

GUY AND NETTIE Bernard, piano team, have been added to the staff of WWL, New Orleans.

TWO MARRIAGES reported from NBC studios in San Francisco this month: Kenneth Carney, producer, to Nell Burleson, advertising woman; Kathleen Wilson, actress, to Rawson Holmes, Leland Stanford student.

THEODORE HAHN, Jr. and his Southern Symphonies, formerly heard on NBC, have returned to the air via WCKY, Covington, Ky., broadcasting directly from the Liberty theater there.

ALOIS HAVRILLA, NBC announcer, was recently reelected president of the Northern Valley Civic Music Association of Englewood, N. J.

EDWARD LYNN, onetime drama coach at KTM, Los Angeles, has started a weekly series for KFAC starring Mrs. Wallace Reid, who also stars in a weekly serial over KMTR, Hollywood.

JIMMY KENDRICK has returned to the announcing staff of KTAB, Oakland, after an absence of more than a year.

SCOTT (Skyland Scottie) WISEMAN, hill billy singer of WLS, dedicated his new song, "The Akron's Last Flight", during the station's Saturday Night Barn Dance April 8.

NORA SCHILLER, formerly vocalist at KFRC, San Francisco, but now with KHJ, Los Angeles, recently was married to Irving Schulkin, trumpet player with Phil Harris' orchestra.

RUDOLPH FOX is now concert master at KMTR, Hollywood. He was at one time concert master with the New Jersey Symphony and with the Vertchamp String Quartet.

RALPH ROBERTSON, formerly announcer at KMTR, Hollywood, has gone to San Francisco, where he will be heard on the NBC-KGO network weekdays on the Bill, Mac and Jimmy skit.

IN THE CONTROL ROOM

GORMER L. DAVIS, engineer at the Bureau of Standards radio beacon laboratory in College Park, Md., lived to tell the tale after coming in contact with 6,000 volts of electricity at the government station. A fellow-engineer, William H. Orton, turned off a switch almost instantly after Davis had brushed against the live wire.

IRVING B. ROBINSON, chief engineer of the Yankee Network, described in non-technical terms the intricacies of broadcast equipment in an interview during Bob Donahue's "Yankee Network Personalities" period April 10.

LARRY FISK, chief studio engineer of WBBM, Chicago, and Thelma Jasper, of the WBBM general staff, were married in Chicago March 25.

JEROME ECKENRODE, formerly with WBRE, Wilkes-Barre, Pa., is now with WAZL, Hazleton, Pa., as chief operator.

R. V. HOWARD, formerly with KNX, Hollywood, is now head technician for KTAB, San Francisco.

VERSATILE ENGINEERS
Jacksonville City Station Reaps Profit in Unique Setup

STAFFED entirely by engineers, selling no local time directly for revenue and yet earning a substantial profit annually — such is the unique story of WJAX, Jacksonville, Fla. The station is owned and operated by the City of Jacksonville and derives most of its revenue from its NBC connection, according to John T. Hopkins, III, manager and chief engineer. Under its NBC arrangement, it gets accounts both from the WEAF and WJZ networks.

All local time is allocated to a selling organization operated by local musicians, who pay the copyright royalties, purchase program listings in the newspapers and otherwise bear all expenses of local programming, according to Mr. Hopkins. National spot accounts, like the network accounts, are handled by the station management, profits going to the city treasury.

Mr. Hopkins joined WJAX in 1925, coming from the old A. T. & T. Station WCAP, Washington. His engineering assistant is Gifford Grange, University of Florida graduate and radio amateur who won distinction in handling communications during the 1926 Miami hurricane. The other engineers, all of whom are also amateurs and all of whom double in announcing, are local products. They are John Canepa, Robert Reid, Kenneth Brock and William Waldo.

W. A. FITCH, formerly with General Electric, has joined the engineering staff of NBC in New York.

VLADIMIR KARAPETOFF, consulting engineer of General Electric, was guest artist on the "Music is My Hobby" program over NBC-WJZ April 7. Karapetoff is an accomplished musician.

F. E. GOLDER has been advanced to vice president in charge of radio engineering and traffic of the Southwest Broadcasting Co.

PROF. C. M. JANSKY, Jr., consulting radio engineer, returned to Washington April 12 after a month's trip in the middle west. He visited Des Moines, Omaha, Chicago and Minneapolis, inspecting broadcasting in each city.

ED WACHTER has been moved from the Morse room of NBC, San Francisco, to the traffic department to edit all communications, a shift brought about by the installation of NBC's inter-station teletype system.

A. H. SAXTON, division engineer for NBC, San Francisco, was interviewed over the NBC-KPO network March 19 in one of the series of "Personal Close-Ups" given weekly by Mrs. Elsa Musgrave. Mr. Saxton spoke briefly of his supervision on the installation of the new 50 kw. transmitter of KPO.

FORBES VAN WHY, chief engineer at KMTR, Hollywood, in its earlier days, but in sound film work the last five years, has returned to the station's technical staff.

CLARENCE ELI WILSON, radio engineer, died at his home in Concord, Mass., March 29 at the age of 38. He was formerly with Western Electric Co., but a year ago joined the Delta Manufacturing Co., Cambridge, Mass., radio equipment makers.

Supreme Court Upholds Lowell, Dunmore Claim

UPHOLDING the claims of Percival D. Lowell and Francis W. Dunmore to the invention of the house lighting current method of powering radio sets, the U. S. Supreme Court on April 10 ruled that government employes who develop inventions are not required to assign exclusive rights to them to the government. The case was prosecuted by the Attorney General and was the biggest of the series of victories won in about 10 years of litigation by the two inventors and the Dubilier Condenser Corp., which has 50 per cent interest in their patents and which is financing the suits.

If ultimately victorious, the patent owners will be in a position to sue for back royalties on practically all radios employing socket power rather than batteries. But they still face interference suits claiming priority by other inventors, despite the fact that the U. S. Patent Office has already disallowed these interference claims.

Merger of Telephone Co. Research Units Started

PLANS to unify the Bell Laboratories and the research department of A. T. & T., combining their personnel force of 4,000 in the Bell Laboratories building at 463 West St., New York, are under way. Bell Laboratories is now 50 per cent owned by A. T. & T. and 50 per cent by Western Electric, which is the manufacturing subsidiary of A. T. & T. Under the unification, A. T. & T. will become 100 per cent owner.

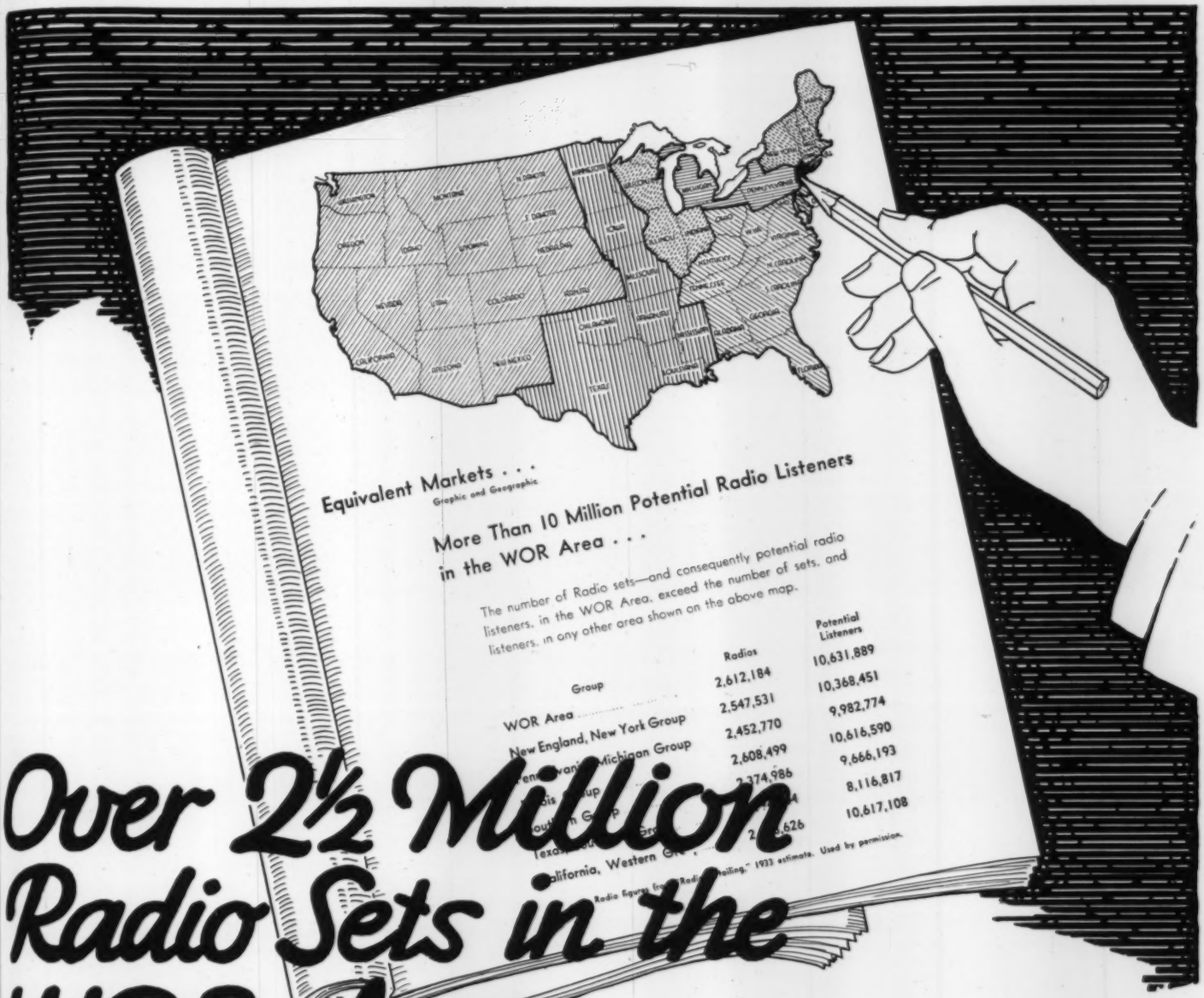
Preliminary to the merger, H. P. Charlesworth, assistant vice president of A. T. & T., has been appointed assistant chief engineer under Vice President and Chief Engineer Bancroft Gherardi. E. H. Colpitts, also assistant vice president of A. T. & T., has become vice president of Bell Laboratories under Frank B. Jewett, Bell president, and vice president of A. T. & T. in charge of research.

Engineer a Suicide

DISCHARGED by the Hitler regime as chief engineer of the German government's radio system, Walter Schaeffer, described in a dispatch to the NEW YORK TIMES as one of Germany's most eminent radio technicians, and Mrs. Schaeffer committed suicide by gas in their Berlin home March 24. He was 52 years old and his wife was 50. Herr Schaeffer was an authority on acoustics and had held his high post since 1931. He was well known to many American radio engineers who attended international conferences.

Engineer Buys WJBC

MALCOLM MAGREGOR, engineer formerly associated with WGES and WBBM, Chicago, and WILL, Urbana, Ill., has purchased WJBC, La Salle, Ill., from the Kaskaskia Broadcasting Co., and assumed control April 1. WJBC, a 100-watt station, divides time with WJBL, Decatur, Ill.



Over 2½ Million Radio Sets in the WOR Area—

NOTE the small spot in solid black on the map.★ In this small but tremendously important area—the WOR Service Area—are concentrated more than a *seventh* of all the radio sets in the United States! Note also on the map the six equivalent areas that would have to be covered to reach as many potential radio listeners as are in the WOR Service Area. Let us tell you how you can deliver your sales message to this great market *effectively—yet at a small cost!*

★THIS map and other interesting market data appear in "The Story of WOR". If you haven't seen this book drop us a line and we'll be glad to send you a copy.

WOR

America's Leading Independent Station Serving Greater New Jersey and New York Metropolitan Area

BAMBERGER BROADCASTING SERVICE, INC., NEWARK, NEW JERSEY

New York Business Office: 1440 Broadway

The Business of Broadcasting

Current News About Accounts, Pending Schedules, Transcriptions, Representatives and Apparatus; Notes from the Stations

STATION ACCOUNTS

NEW and renewal accounts on WFAA-WBAP, Dallas-Fort Worth: B. F. Goodrich Rubber Co., Akron (tires) 5-minute transcriptions, Ruthrauff & Ryan, Inc., New York; Cane Patch Syrup Co., Cairo, Ga., announcements daily except Sunday, Crook Advertising Agency, Dallas; Standish Shoe Co., Fort Worth (Walk-Over shoes) announcements three times weekly, direct; Ralston Purina Co., St. Louis (Startena and Growena) announcements daily except Sunday and 15-minute studio program Thursday, direct; Vick Chemical Co., Greensboro, N. C. (antiseptic) announcements daily except Sunday, Thompson-Koch Co., Cincinnati; Bourjois Sales Corp., New York (toiletries) weekly quarter hour transcriptions, Redfield Coupe, Inc., New York; Peruna Co., Chicago (Peruna tonic) announcements daily except Sunday, and quarter hour studio program daily, Heath-Seehof, Inc., Chicago; Kolynos Co., New Haven, Conn. (toothpaste) announcements three times weekly; Great A. & P. Tea Co., New York (coffee) quarter hour transcription twice weekly, Paris & Peart, Inc., New York; Babcock Bros. Auto Supply Co., Denison, Tex., announcements three times weekly; Knox Steet Appliance Co., Dallas (Frigidaire) daily announcements, direct; Lone Star Gas Co., Dallas, half hour program by remote control, direct; Continental Baking Co., New York (Tasty Twist bread) daily except Sunday announcements with local tieup, direct.

KYW, Chicago, reports the following accounts: American Research Laboratories, Inc., Chicago (Arli antiseptic) quarter-hour transcriptions programs three times weekly, 156 times, handled direct; Hemaphil Co., Detroit (tonic) three mornings, weekly, 52 weeks, by Walsh Advertising Co., Windsor, Ont.; Inter-State Nurseries, Hambourg, Ia. (vegetable and flower seeds) two quarter-hour programs daily for indefinite period, handled direct. C. A. Mosso Co., Chicago (Mosso Oil of Salt ointment) quarter-hour narrative program two nights weekly, 52 times, Gale & Pietsch, Chicago. Midwest Drug Co., Chicago (Musceltone) five announcements weekly for indefinite period, direct; S. O. S. Co., Chicago (wire cleaner) announcements six nights weekly for indefinite period from April 10, Henri, Hurst & McDonald, Chicago.

WTMJ, Milwaukee, reports the following new accounts: Shell Petroleum Corp., St. Louis (gasoline and oil) daily announcements; Lambert Pharmacal Co., St. Louis (Listerine) 5-minute transcription five days weekly; Fred Fear & Co., Brooklyn (Chick-Chick Easter egg dye) three 15-minute transcriptions; B. F. Goodrich Rubber Co., Akron (tires) 5-minute transcription four times weekly.

THE KNOX Co., Kansas City, Mo. (Skin-Ade) has taken a 15-minute spot on WHB, Kansas City, thrice weekly. Merchandising tie-in offers trip to Century of Progress Exhibition in Chicago to winner of contest. Dillon and Kirk handles account.

WWL, New Orleans, has signed the Cotton Cake Co. for a quarter hour on Fridays and the A. F. Foot Remedy for three 15-minute periods each week.

EDROS Natural Products, Inc., New York (Edrolax) on April 16 started health talks thrice weekly on WOR, Newark.

WBBM, Chicago, reports the following accounts: Household Finance Corp., Chicago (personal loans) "Household Highlights" transcriptions twice weekly, 26 times, handled by Charles Daniel Frey, Chicago; United Remedies, Chicago (Canthrox Shampoo) six morning programs a week for 13 weeks, by Heath-Seehof, Chicago; J. Oliver Johnson, Chicago (grass seed) transcriptions three times weekly, McJunkin Advertising Co., Chicago; United Remedies, Chicago (Hollywood Pomegranate Juice) quarter-hour programs Wednesday to Saturday and half-hour Tuesdays, Heath-Seehof; Sterling Products Co., Wheeling, W. Va. (drugs) "Penrod and Sam" transcriptions, five weekly quarter-hour programs, 13 weeks, Blackett-Sample-Hummert, Chicago.

WMAQ, Chicago, reports following accounts: American Conservation Co., Chicago (insurance) with quarter-hour once weekly, 13 weeks, Needham, Louis & Brorby, Chicago; Pontiac division of Buick-Oldsmobile-Pontiac Sales Co., Detroit, sponsoring Sisters of the Skillet in quarter-hour night programs daily, 26 times, Campbell-Ewald, Detroit; S. O. S. Company, Chicago (wire cleaner) daily announcements from March 30 to April 10, handled by SHB and Henri, Hurst & McDonald, Chicago.

HORN and Hardart Co., New York (automat restaurants) on April 16 renews "Children's Hour" on WABC, New York, Sundays, 11:15-12 noon. The Clements Co., Philadelphia, handles account.

AMONG the new national accounts on WMAZ, Macon, Ga., are: The Lee Tire and Rubber Co., New York, 13 announcements, and the Lambert Pharmacal Co., St. Louis (Listerine) 13 programs starting April 3.

WEEI, Boston, reports the following accounts: Conover Co., Chicago (dishwasher) spot announcements daily for 60 days; P. Duff & Sons, Pittsburgh (gingerbread mix) spot announcements three times weekly, four weeks; Dr. W. J. Ross Co., Los Angeles (dog food) spot announcements three times weekly; Dr. Lyons Tooth Powder, New York, half hour transcription weekly, 13 weeks.

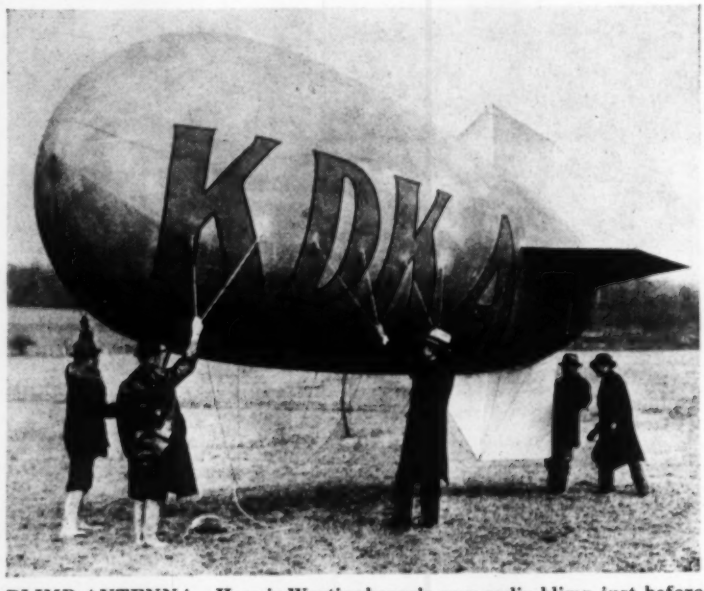
WBAL, Baltimore, reports the following accounts: Vick Chemical Co., Greensboro, N. C. (Vapo rub) renewal of daily announcements during March and April; Ward Baking Co., "Mitzi Green" transcriptions, Tuesdays and Thursdays, through WBS; C. M. Athey Paint Co., third yearly renewal, Thursdays, 7:15-45 p.m.; Maryland Dairy Council, renewal of evening time service.

KSD, St. Louis, reports the following accounts: Minit-Rub transcriptions; Missouri Pacific Railway, baseball news for five months; Goodrich Rubber Co., Akron, O., transcriptions, through Ruthrauff & Ryan, New York.

GREAT ATLANTIC & Pacific Tea Co., New York, sponsored Hernandez orchestra and dramatic cast on WEAF, New York, March 31, April 5 and 6, in half hour evening programs, through Paris & Peart, New York.

SIMPSON PRODUCTS Co., unit of Loudon Packing Co., Terre Haute, Ind., is using WMAQ, Chicago, along with several newspapers to introduce its new dog food, "Doggie Dinner." Account handled by Matteson-Fogarty-Jordon Co., Chicago.

SHELL PETROLEUM Co., St. Louis (gas and oils) is sponsoring daily time signals on WENR, Chicago, April 3-22; handled by J. Walter Thompson Co., St. Louis.



BLIMP ANTENNA—Here is Westinghouse's new radio blimp just before it was sent aloft over the KDKA transmitter at Saxonburg, Pa., carrying the new experimental 500 foot half wave antenna with which a series of experiments have started which may greatly increase broadcast transmitting efficiency. Ralph N. Harmon, chief engineer of the Westinghouse broadcasting division is in immediate charge of the experiments, which are being carried forward under direction of Walter C. Evans, manager of the Westinghouse radio department. On paper, he has figured that the blimp antenna at a distance of 40 miles, can increase signal strength several hundred times that now possible with the conventional antennas.

WLS, Chicago, reports the following accounts: Kester Solder Co., Chicago (solder) 15 minutes of the Saturday Night Barn dance for indefinite period, through Aubrey & Moore, Chicago; S. O. S. Co., Chicago (wire cleaner) half-hour afternoon musical program, 13 weeks, Henri, Hurst & McDonald; Slingerland Banjo and Drum Co., Chicago (piano lessons) sponsoring half-hour of Saturday Night Barn Dance and quarter-hour daytime programs five days a week for 13 weeks, direct.

WGN, Chicago, reports signing Vadasco Co., New York (Melba face powder) with Francis X. Bushman, former movie star, giving "Inside Stories About Movie Stars", six mornings a week for 13 weeks, handled by Rogers & Smith, Chicago. Rival Dog Food Co., Chicago (dog food) renewed quarter hour program twice weekly for 13 weeks; handled by Charles Silver & Co., Chicago.

WCKY, Covington, Ky., reports the following accounts: Knox Co., Kansas City, Mo. (Cystex compound) 6 spot announcements and three 15-minute programs weekly; Reducoids, daily announcements; New England Nurseries, daily announcements; Coca Cola Bottling Corp., Cincinnati, civic club quarter hour three mornings weekly; Sun-Ray Purex Cream (household cleanser) two 15-minute programs weekly.

WOKO, Albany, N. Y., reports the following accounts: Edna Wallace Hopper, Inc., Chicago (cosmetics) 5-minute transcriptions, 26 times, through WBS; and Carlton & Hovey, Lowell, Mass. (Father John's cough remedy) renewal for 26 quarter hour transcriptions beginning Oct. 15. Broadcast Advertising, Boston.

KESTER SOLDER Co., Chicago, uses two spot announcements on WFAA, Dallas, during the week of April 3; handled by Aubrey & Moore, Chicago.

NETWORK ACCOUNTS

CORN PRODUCTS Refining Co., New York (Argo and Linit) on April 1 started Pedro De Cordoba, dramatic star, and Will Osborne and orchestra on 22 CBS stations, Mondays, Wednesdays, and Fridays, 10:45-11 a.m., rebroadcast 11:45-12 noon. E. W. Hellwig Co., New York handles account.

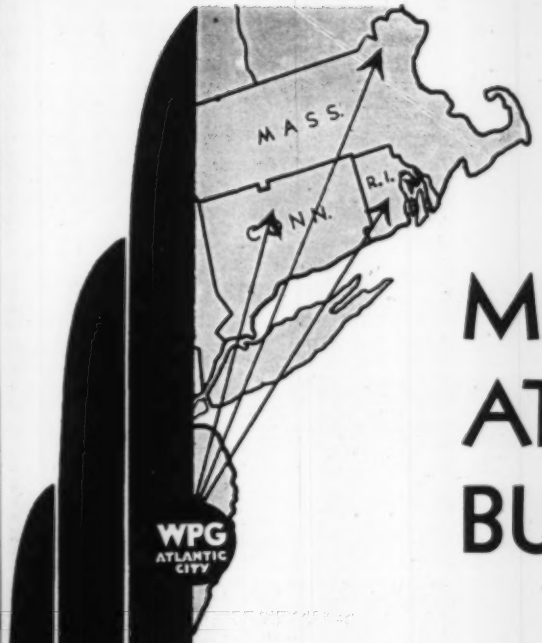
PHILIP MORRIS Co., Ltd., New York (Philip Morris cigarettes) on April 17 starts Ranny Weeks, singer, and band on basic NBC-WEAF network, except WFBR, WOC, WHO, and WOW, Mondays, Wednesdays and Saturdays, 13 weeks. The Biow Co. New York, handles account.

REMINGTON-RAND, Inc., Buffalo (office equipment) on March 14 renewed "Cowboy Tom and Indian Chief" on CBS, with station list reduced from 21 to 12, Tuesdays, Thursdays and Saturdays, 5:45-6 p.m. Batten, Barton, Durstine & Osborn, New York, handles account.

GENERAL TIRE & RUBBER Co., Akron, on April 18 starts "Lives at Stake", dramatization of feats of national heroes by Robert J. Casey, noted CHICAGO DAILY NEWS writer, Tuesdays, 10-10:30 p.m., on a nation-wide NBC-WEAF network. Premier program will feature exploits of Sergt. Alvin York, world war hero.

GULF REFINING Co., Pittsburgh (oils and gases) on date to be determined, probably in latter April, will start Irvin S. Cobb and orchestra to be selected over 41 eastern, midwestern and southern CBS stations, Wednesdays and Fridays, 9-9:15 p.m. Cecil, Warwick & Cecil, New York, handles account.

GULF REFINING Co., Pittsburgh, on April 30 starts Will Rogers and orchestra on an eastern and southern NBC-WEAF network, Sundays, 9-9:15 p.m., EDST. Account handled by Cecil, Warwick & Cecil, New York.



MAKE THE ENTIRE ATLANTIC SEABOARD BUY YOUR GOODS!

WPG rates are based on local coverage but this is what you really GET . . . . .

Over-water transmission!

With only the ocean between Atlantic City and the thickest population centers of New England, there is nothing to stop the sweep of WPG's 5,000 watt signal (on a national cleared channel).

Agency time-buyers who have investigated the records have found that WPG is listened to regularly in—

20 cities in Connecticut	23 cities in Maine
34 cities in Massachusetts	6 cities in Rhode Island
13 cities in New Hampshire	22 cities in Florida

All this in addition to WPG's Primary Listening Area which contains a population of 257,273, and 175,432 radio listeners.

To which you can add the official figure of 12,000,000 visitors to Atlantic City in 1932.

ALL for the local rate!

The smartest buy in radio is worth investigating.

WPG Broadcasting Corporation

Operated by the COLUMBIA BROADCASTING SYSTEM

Studios Located in the World's Largest Auditorium Directly on the Famous Boardwalk
ATLANTIC CITY, NEW JERSEY

RADIO SALES, INC., 485 Madison Ave., New York • 410 N. Michigan Ave., Chicago

THE COLUMBIA BROADCASTING SYSTEM

METROPOLITAN LIFE INSURANCE Co., New York, on April 24 renews its "Tower Health Exercises" daily except Sundays, 6:45-7 a.m. over a special NBC network, 52 weeks. There will be no programs, however on Memorial Day, July 4, Labor Day, Thanksgiving Day, Christmas Day, New Years Day, and Lincoln and Washington birthdays.

SPRATT'S PATENT, Ltd., Newark, N. J. (dog food) has extended contract on Pacific coast NBC network three weeks ending May 8, and on April 3 changed time of "Don Carney Dog Chats" to Mondays, 8:30-8:45 p.m., PST.

R. L. WATKINS Co., New York (Dr. Lyon's toothpaste) on April 2 started "Manhattan Merry-Go-Round" over basic NBC-WEAF network except WTAG, WCSH, KOA, KDYL and NBC-KGO group, Sundays, 9-9:30 p.m., 13 weeks. Blackett-Sample-Hummert, Inc., New York, handles account.

WESTINGHOUSE E. & M. Co., Pittsburgh, on April 10 changed schedule of its "Townsend Murder Mystery" series Mondays, Wednesdays and Saturdays, to 7:15-7:30 p.m. on basic NBC-WJZ network east of Chicago except WHAM and WGAR, and to 11:15-11:30 p.m., same days, for western, northwestern and south central units of NBC-WJZ except WSM, WAPI, KVOO, KTBS, KOA, KDYL, KGA and NBC-KGO.

UNION CENTRAL LIFE INSURANCE Co., Cincinnati, on April 23 renews "Roses and Drums" on 14 basic and 12 supplementary CBS stations, Sundays, 5-5:30 p.m. J. Walter Thompson Co. handles account.

WRIGLEY'S "Lone Wolf Tribe" program leaves the CBS network April 28 for the summer, but will return next fall.

BEST FOODS, Inc., New York, on May 5 and thereafter will carry its "Hellmann's Musical Grocery Store" programs on NBC-WJZ networks Fridays, 9-9:30 p.m. and 11:30-12 p.m. Swift & Company's "Thurston the Magician" program on NBC-WJZ has extended its series to May 19, but hereafter will be heard Thursdays and Fridays, 8:45-9 p.m. and 11:15-11:30 p.m. The Wander Co., Chicago (Ovaltine) has changed its NBC-KGO network schedule for "Little Orphan Annie," daily except Sundays and Thursdays, to 5:30-5:45 p.m., PST, and on May 1 and thereafter program will be changed to 4:30-4:45 p.m. to NBC-KGO and KGIR, KGHL and KTAR, and to 3:45-5 p.m. for KOA and KDYL.

REID MURDOCH & Co., Chicago (food distributors) has extended contract from 13 to 39 weeks on NBC-WJZ network, Sundays, 2-2:15 p.m. Rogers & Smith, Chicago, handles account.

WILLIAM R. WARNER & Co., New York (medical remedies) has extended contract on NBC-WJZ network two weeks to include April 23. Program features Warden Lewis E. Lawes Sundays, 9-9:30 p.m.

JOCUR (wave set) and Kolynos (toothpaste) accounts on CBS have been extended, the former to May 21 and the latter to April 28.

LAVORIS CHEMICAL Co., Minneapolis, on April 18 will change the time of "Easy Aces" on CBS to 9-9:15 p.m.

GENERAL BAKING Co., New York, on May 7 will change time of "Bond Bread Program" on CBS to Sundays, 5:30-6 p.m.

SPRAGUE WARNER & Co., Chicago (food products) on April 8 changed time of Saturday broadcast on CBS to 11:30-11:45 a.m.

PROSPECTS

ACCOUNTS which have previously used radio and which are making up lists in May or June are reported as follows: Sun-Maid Raisin Growers Ass'n, Fresno, Cal.; All-Year Club of Southern California, Ltd., Los Angeles (community advertising); Calumet Steel Co., Chicago (fence posts, brass); UCA Mentho Co., Chicago (Mentho Salve); Three Minute Cereals Co., Cedar Rapids, Ia. (Oat Flakes); Gardner Nursery Co., Osage, Ia.; New Orleans Association of Commerce, New Orleans (community advertising); Pen-Jel Corp., Kansas City (Pen-Jel for making jams and jellies); Ralston-Purina Co., St. Louis (cereals); Arcturus Radio Tube Co., Newark; Coward Shoe, Inc., New York; Bluebird Diamond Syndicate, Chicago (diamond rings); Coyne Electrical School, Chicago (residential trade school); Independent Grocers Alliance of America, Chicago; F. L. Klein Noodle Co., Chicago (noodles, potato chips, etc.); Kraft-Phenix Cheese Corp., Chicago (cheese, mayonnaise, etc.); United Remedies, Inc., Chicago (medicines); Altorfer Brothers Co., Peoria, Ill. (electric washers and ironers); Ey-Teb, Inc., New York (eye beauty culture); Funk & Wagnalls Co., New York (publishers); New Science Institute, Steubenville, O. (rupture appliances); Northwest Electric Co., Pukwana, S. D. (auto accessories); Kimball Brothers, Enosburg Falls, Vt. (fly oil and ointment); West Bend Aluminum Co., West Bend, Wis. (aluminum ware).

O-REN-DA MEDICINE Co., Cincinnati (Hollywood reducing tea) is testing radio in a two-month campaign on WFLA-WSUN, Clearwater, Fla., which reports good results and states prospects are promising for an extension to other stations. Account was placed with the Florida station by Dr. C. B. McAlister, 1821 S. W. Tenth St., Miami, who owns the patent.

EL REY RADIO MFG. Co., Los Angeles, has practically curtailed production on console and midget radio receivers in favor of automobile radio sets which it will advertise over the air on coast stations. Campaign will call attention of present radio set owners to the value of motoring and camping with the radio set along.

VAN CAMP SEA FOOD, Inc., Terminal Island, Cal., has appropriated $400,000 for its 1933 advertising campaign, to be handled by Emil Brisacher & Staff, San Francisco. Radio will be used with other media.

M. L. CLEIN & Co., Atlanta (Mentho-Emulsion cough remedy) is using radio with selected stations, placing accounts direct.

AGENCIES AND REPRESENTATIVES

A MEETING of the NAB commercial section, of which H. K. Carpenter, WPTF, Raleigh, is chairman, will be held at Grand Rapids, Mich., June 25-28, in connection with the annual convention of the Advertising Federation of America. The program will be developed by the section at a meeting soon to be called by Mr. Carpenter.

WALTER BIDDICK Co., Los Angeles radio representative, has assigned Tom Soth to take charge of a newly opened office in the Monadnock Bldg., San Francisco.

H. J. GREIG, formerly with Scott Howe Bowen, Inc. at San Francisco, has opened offices as radio station representative at 485 California St., San Francisco.

JERRY MAYHALL, for the last 20 years connected with Pittsburgh theater orchestras and more recently arranger for Phil Spitalney's and Horace Heidt's orchestras, has been appointed program and musical director of the radio division of Smith, Schreiner & Smith, Inc., Pittsburgh agency. He has been conducting the Stanley Theater of the Air over KDKA.

DUDLEY H. MUDGE, formerly account representative in the Chicago office of J. Walter Thompson, has been appointed advertising manager of Libby, McNeill & Libby, succeeding the late Arthur Kahne.

TRACY-LOCKE-DAWSON, Inc., Dallas and Houston advertising agency, is planning to open a New York office shortly with the following staff: Shelley E. Tracy, president; Joe M. Dawson, vice president; A. E. Hawes, Howard McGhee, Harold E. Hendrick, James E. Clark and Marshall Roland. Raymon P. Locke, vice president and treasurer, will remain in charge of the Dallas office, with C. B. Wakeley, secretary.

ARTHUR B. CONDON and Haakon H. Hammer have organized the Federal Advertising Associates in the Commercial Exchange Building, Los Angeles, to handle radio and other accounts.

JOHNSON & JOHNSON, New Brunswick, N. J., is bringing out a new headache remedy, Kalm. Advertising will be handled by Ferry-Hanly Advertising Co., New York. R. C. Kollenborn is account executive.

THROUGH a regrettable error, the March 15 issue of BROADCASTING reported that Stephan Gaylord had joined the radio department of Lord & Thomas, Chicago. This was not the case, and BROADCASTING is glad to publish this correction.

THE FALSTAFF Corp., St. Louis (beer) has appointed H. W. Kastor & Sons Advertising Co., St. Louis, to handle its advertising.

THE U. S. BREWING Co., Chicago, producers of Rheingold, Savoy Special, Lowen Brau and New Life Malt Tonic, has placed its account with Reincke-Ellis-Younggreen & Finn, Chicago, and is reported to be planning an extensive advertising campaign.

CALIFORNIA BREWING ASSOCIATION, San Francisco (Acme Beer) has placed its account with Emil Brisacher & Staff, San Francisco.

LION (Lion-Pilsener) BREWERY, New York, places its advertising through Lennen & Mitchell, Inc., New York.

SCHOENHOFEN Co., Chicago, Ill. (Edelweiss beer) has placed its advertising with Thomas M. Bowers Advertising Agency, Chicago.

UNION CITY BREWING Co., Union City, N. J., places its advertising through the Twin State Advertising Agency, New York.

One advertiser used 40 stations — and WSM produced as much direct business as all the other 39 put together.

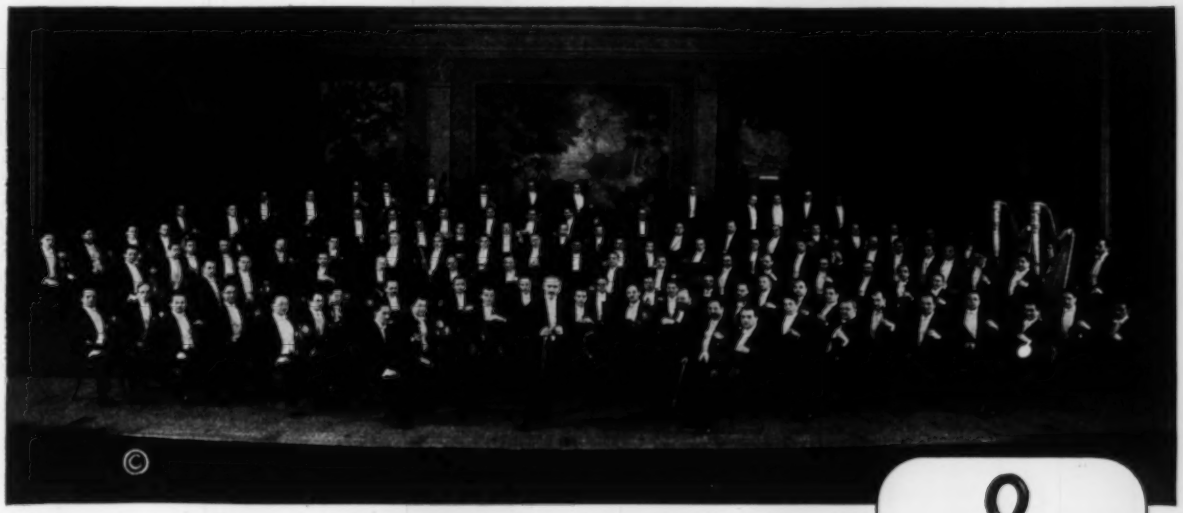
Exclusive National Representatives
EDWARD PETRY AND COMPANY
NEW YORK CHICAGO SAN FRANCISCO

Cleared Channel — Unlimited Time
WSM
NBC Affiliate — 50,000 WATTS — 650 Kilocycles

Owned and Operated by
THE NATIONAL LIFE & ACCIDENT INSURANCE COMPANY, INC.
NASHVILLE, TENNESSEE

WBAL
BALTIMORE
Maryland's Only Clear Channel Station

Famous orchestra BROADCASTS with Moving Coil Microphone



Arthur Judson—Manager of The Philharmonic-Symphony Society of New York—says, "In broadcasting our regular concerts, your Western Electric Moving Coil Microphone is an essential part of the equipment. Its use assures us of the highest quality and fidelity of tone reproduction."

New York's famous Philharmonic-Symphony Orchestra—like others—chose the Western Electric Moving Coil Microphone because it provides clear, undistorted pick-up. It assures uniform response throughout the range of audible frequencies, so necessary in putting programs on the air properly. Changes in temperature, humidity or barometric pressure have no effect on this equipment. ¶ The Moving Coil Microphone has made possible the improved single microphone technique. It is adaptable in operation so that it can be used to cover a single artist or the largest orchestra. Three mountings are available—desk, floor and suspension. ¶ Bell Telephone Laboratories developed the Moving Coil Microphone—Western Electric makes it to Bell System standards. You can depend upon it for utmost quality.

GRAYBAR ELECTRIC CO. B 4-33
Graybar Building, New York, N. Y.
Gentlemen: Please send me full information on the Western Electric Moving Coil Microphone.

NAME.....

ADDRESS.....

CITY.....STATE.....

Western Electric

RADIO TELEPHONE BROADCASTING EQUIPMENT

Distributed by **GRAYBAR** *Electric Company*

Covering Michigan Like the Proverbial Blanket

Ask Jackson listeners to name their favorite station.

Ask the same question in Battle Creek—and in Kalamazoo — and Grand Rapids — and Flint, and in Bay City, too, just for good measure.

But you needn't question anybody in Detroit.

The fact that

CKOK

serves more local advertisers than any other station in its area is mighty significant of Detroit's radio preference.

CKOK
THE INTERNATIONAL STATION

5,000 Watts 540 Kc. 555.6 Meters

INTERNATIONAL CLEARED CHANNEL

Columbia Basic Network

Union Guardian Building, Detroit, Michigan

Guaranty Trust Building, Windsor, Ontario

U.S. Supreme Court Hears Arguments In the WIBO Case

Quota Issue, Property Rights Avoided in High Tribunal

STRANGELY devoid of references to the validity of the Davis amendment and radio quota regulations and to the property rights of stations in their facilities, arguments were presented to the Supreme Court April 11 on the moot WIBO case. Counsel for the government as well as for WIBO and WPCC, Chicago, hemmed in their presentations in such a way as to ignore very largely the fundamental issues that had been raised in the lower court.

Rep. James M. Beck, (R.) of Pennsylvania, former Solicitor General of the United States, appeared as counsel for the two Chicago stations, which seek to have sustained the opinion of the Court of Appeals of the District of Columbia reversing the Radio Commission's order deleting them on purely quota grounds. Solicitor General Thacher argued for the government (Radio Commission), seeking reversal of the lower court so that WIBO and WPCC might be deleted and their facilities turned over to WJKS, Gary, Ind., because it is located in an underquota state whereas Illinois is vastly overquota. Mrs. Mabel Walker Willebrandt, counsel for WJKS, appeared as intervenor.

Claim was made by Mr. Beck that the Supreme Court has no jurisdiction in the case and that the issue was settled in the WGY case four years ago, when the court held it could not review the decision of the Court of Appeals as an administrative tribunal or a "super" radio commission. At that time, he argued, the court ruled that Congress had no power to confer judicial power on an administrative court, and that although Congress has amended the Radio Act since then it actually did not have authority to take such a step.

Agent of Congress

THE COURT of Appeals, in fact, still exists as an administrative tribunal, despite the act of Congress, Mr. Beck asserted. In the first instance, he contended, Congress designated the Commission as its agent for the granting of radio licenses, which he described as nothing more than the distribution of "administrative favors." In the WIBO case, he declared, the issue is not that of the right of a licensee against the government but is a controversy between two duly licensed stations. While the Davis amendment provided for equitable distribution of these privileges among the states, he argued that a private individual could not complain that a certain amount of the facilities had not been given his state.

Regarded as of particular significance was the contention of Mr. Beck that the Commission cannot delete a station except for cause under the revocation clause of the Radio Act. In the WIBO-WPCC case, he said, the public interest of these stations has not been challenged and that they have a "presumptive right" to continue operating so long as they serve public interest.

Finally, Mr. Beck contended that a proper hearing was not afforded the two Chicago stations. He recalled that a hearing was held before an examiner, who recommended against granting the WJKS application. Then the Commission, after receiving exceptions filed by counsel for WJKS, overruled the examiner, without further hearing. It was from this decision that WIBO and WPCC appealed to the Court of Appeals, which a few weeks ago reversed the Commission by a 3 to 2 vote. Mr. Beck held that a hearing before an examiner was not a hearing within the meaning of the law and that the Commission itself must hold such a session before "due process" is afforded.

Thacher Defends Move

SOLICITOR GENERAL Thacher argued that the applicants had a proper hearing before the Commission, following which the Commission decided it would be in the public interest to grant the facilities of the Chicago stations to the Gary applicant. He held that on its 1360 kc. assignment WJKS could not provide the character of service required to cover its service area, whereas Chicago was served by a large number of stations and could without hardship relinquish the 560 kc. assignment of WIBO and WPCC.

The Davis amendment, Judge Thacher stated, requires an equal allocation of facilities among the states within any zone. By granting the Gary application, he asserted, the Commission was carrying out the mandate of the law. Pointing to the overquota status of Illinois, he declared it was in compliance with the law to grant facilities of that state to an underquota state. In the case of WPCC, licensed to the North Shore Church, he contended the station has been used to broadcast the views of the church and that station profits had gone into a general fund of the church and not into a trust fund.

Mrs. Willebrandt reviewed the legislative history of the Radio Act and the procedure underlying the promulgation of the Commission's allocation orders. Under these orders, she argued, the Commission was left with no alternative except that of granting facilities in an overquota state to responsible applicants in underquota states.

"Inquiring Mike"

AS A SCHEME to promote patronage of a cafeteria, KOIL, Omaha-Council Bluffs, Ia., has started broadcasting brief random interviews with patrons from the Rome Hotel (Omaha) cafeteria. Such questions as: "If you had 12 hours to live, what would you do?" and "What do you fear most?" are asked daily at 1 p.m. The questions are printed on menu cards so as to forewarn patrons. Feature is sponsored at regular card rates by the restaurant.

DEPRESSION-FREE!

New York State's Capital District still has plenty of money to spend.

Business Going on as Usual!

■

Get Complete Coverage of this Unique and Prosperous Market through

WOKO

ALBANY, NEW YORK

one of the

Key Stations For National Events

■

Basic Outlet of the Columbia Broadcasting System

Rates and Data on Request

Full-Time Operation

■

W. E. Transcription Equipment

Radio News Group Discussed

(*Continued from page 8*)

lines of a cooperative press association, with members of station staffs acting as local reporters for the system as a whole when big news breaks locally. This is the way the A. P. operates. In addition, such a press association would have its own staffs in key news centers.

That the formation of such a radio news-gathering agency would furnish keen competition to the existing press associations, which have many times been eagerly besought for straight purchase of their news reports by radio stations, goes without saying. If radio enters seriously into the news-gathering field, its transmission speed of 186,000 miles per second —the speed of light—could not possibly be equalled by any wire service. In other words, radio would bring news from the microphone to the listeners' ears far faster than any press service could carry it from the printing press to the readers' eyes.

Moreover, instead of having a happenstance service to reach the listener when he happened to be tuned in, radio could report the news at scheduled intervals throughout the day. Even with such an arrangement, there is scant doubt that radio would report the news faster, as witness the radio networks' handling of such events as the political conventions, the elections, the inauguration, the President's announcements, the beer bill, the California earthquake, etc.

This is the alternative the press services face if they persist in a complete divorcement from radio. On the part of the networks, it is known that they are none too eager to enter the news-gathering field but would prefer news-flash arrangements with the press associations, for which they would very likely be willing to pay. They have always urged cooperation between radio and the press, almost invariably during the reporting of big spot events urging listeners to turn to their local newspapers for further complete and recorded details.

Correspondents Available

ON THE PART of radio stations, there is no doubt that many of them would welcome the advent of a radio news association and would willingly pay generously for the service. Most stations with news affiliations are now prohibited from selling the sponsorship of the news flashes and comments. A radio news association would undoubtedly not impose such a ban, and news flashes, being of such great public interest, could easily be sold to advertisers.

There is no question that the organization of such a news service would be a highly expensive undertaking and that at the outset at least it could not essay to establish bureaus or correspondents in every part of the world. But it could readily establish news gatherers at key points. A plentiful supply of experienced news gatherers is assured because so many newspaper men are now unemployed due to the general situation, which has forced newspapers along with other businesses to curtail their staffs. Radio is already very largely manned by ex-newspaper men. The problem of personnel would be the simplest among the manifold other problems facing the organization of a radio news association.

Call-Bulletin Transfers Only Local Radio News From KFRC to KPO

AS A RESULT of a series of negotiations between NBC and the Hearst afternoon SAN FRANCISCO CALL-BULLETIN, the newspaper has transferred its news and feature broadcasts from KFRC to KPO after eight years with the former station. By the new deal NBC acquires the only news service in San Francisco as Associated and United Press and International News Service have discontinued supplying current events to the broadcasters.

Under the tieup worked out by Lloyd E. Yoder, head of the NBC press department, and Robert Holliday, publisher of the CALL-BULLETIN, the newspaper supplies KPO with three news broadcasts daily by "Duke" Meyer, who has heretofore been "The Globe Trotter"; one sport period a week by Pat Frayne and staff; two home economic periods by Ann Welcome and one period of style comment by Dorothy MacDonald. In addition the CALL-BULLETIN is spending considerable money in installing remote control studio in its publishing building, which will be completed by May 1, and is enlarging its radio department to such an extent that Meyer will handle radio only.

An unusual angle of the deal is that KPO is still owned by Hale Bros., department store, and the SAN FRANCISCO CHRONICLE, which is the town's only independent daily. However, NBC has leased the station but continues to identify it as owned by the store and the paper, and will continue to do so for several years.

Still another unusual angle is that KFRC has tied up with Hearst's other local paper, the EXAMINER, which has dropped an NBC station, KYA. The EXAMINER, however, is not supplying news or news broadcasts to KFRC, but merely features that station in its daily column.

PROVING CONFIDENCE

WLS has an interesting story to tell. It is about the friendly confidence of the big WLS audience that hears, listens and responds to the advertising message from advertisers who repeatedly use this station.

Our listeners are daily proving their confidence in us. In 1932 they wrote us more than a million letters. In the first three months of 1933 they have made us a new record — their letters have averaged more than 30,000 a week—not including the thousands written direct to advertisers.

Advertisers, too, are daily proving their confidence in WLS. During the first three months of 1933 63% of all our advertisers were broadcasting on renewal contracts and 35% had used the station for three years or more. Their selection of WLS has been justified. Through this medium they are reaching the folks who live on the farm and the many additional thousands in midwest towns and cities—people who not only listen to WLS consistently, but who also place the utmost confidence in the station and in the advertisers who use it.

We should like to tell you more about the results that advertisers have experienced in using this station. We have helped them solve their advertising problems and we would like to have the opportunity of talking over your problem with you.

WLS

Won't you let us tell you how you too may reach the remarkably responsive WLS audience? A letter or telephone call will bring you full particulars.

50,000 Watts .. 870 Kilocycles

The Prairie Farmer Station

BURRIDGE D. BUTLER, President — GLENN SNYDER, Manager

1230 West Washington Boulevard
CHICAGO

Program Exchange Urged by Dr. Koon

Dr. Koon

STATION MANAGERS and program builders are particularly eager to exchange program ideas for the mutual improvement of service, Dr. Cline M. Koon, senior specialist in education by radio of the U. S. Office of Education, declared April 6 upon his return from an inspection trip through the south.

After conferring with managers of 22 stations in six states, Dr. Koon said that without exception they want to improve their public service and community programs by cooperating with other stations. A wide divergence of views on program ideas exists among station heads, he declared, and there "appears to be room for better cooperation in public relations on the part of station managers."

Dr. Koon said he found that considerable animosity still exists between the press and radio but that in most instances the two groups are amicably adjusting their problems. He made the trip to familiarize himself with the educational programs and to establish relationships with the Federal Education Bureau. Stations visited are in West Virginia, North and South Carolina, Georgia, Florida and Virginia. Dr. Koon began the trip March 22.

Opinions of Announcers Solicited in University Colloquialism Survey

ANNOUNCERS and others directly associated with broadcasting are being queried by the School of Education, New York University, in connection with a survey of colloquial language being made under the supervision of Prof. Walter Barnes, president of the National Council of Teachers of English.

A total of 180 examples of current colloquialisms are listed in the questionnaire, and the recipient is asked to mark those he considers acceptable in broadcasting. Among these are the following:

"My contention has been *proven* many times."

"I took it to be *they*."

"I *expect* he knows his subject."

"Well, that's *going some*."

"I suppose that's *him*."

"*Aren't* I right?"

"The stock market collapse left me *busted*."

"He *most* always does what his wife tells him."

"It looked *like* they meant business."

"The child was weak *due to* improper feeding."

VINCENSERO De Crescenzio, Italian composer now in New York, is writing songs for Nino Martini, CBS tenor featured twice weekly with Howard Barlow's orchestra. Nino Martini is introducing the songs during his broadcasts.

Radio Nets Cover Akron Aftermath

Naval Secretary, Survivor Are Put on the Air

A NATION hungry for news about the disaster that befell the Navy dirigible Akron received detailed reports quickly and accurately over the radio April 3 and 4. Coming immediately after the most pretentious series of "spot" news broadcasts in history, such as the inauguration, the banking situation, beer and the California earthquake, the catastrophe brought both of the networks into immediate action.

After the flash came through during the early morning hours of April 3, when the networks were off the air, arrangements were made to pick up the story with the opening of programs that morning. Both networks carried bulletins when they signed on and throughout the day broke into their scheduled programs to announce new developments.

NBC set up two remotes in the Navy Department close to the press room. As fast as received, reports were put on the network from the spot by Vincent Callahan, assistant to the vice president of NBC in Washington, and by Herluf Provensen, assistant manager of WRC. CBS relayed its bulletins to its offices in the Shoreham building, a few blocks from the Navy Department, where they were put on the air by H. C. Butcher, manager of WJSV, and members of his staff.

At noon NBC presented Secretary of the Navy Swanson in an exclusive broadcast. The Secretary spoke from his office. Both networks that evening presented Lieut. Commander H. V. Wiley, one of the three survivors of the crash, from New York.

CBS broadcast an eye-witness account of the sinking of the J-3, Lakehurst blimp which had crashed while engaged in searching for the wreckage of the Akron. Announcer Paul Douglas was flying down to the scene of the Akron crash when the J-3 collapsed. He was back to the scene with short wave rebroadcasting equipment in time to describe the sinking. CBS also presented Rep. McClintic, of Okla., a member of the House Naval Affairs Committee.

Pepsodent Success

(*Continued from page 9*)

Dentist—We'll have this fixed in just a minute . . . Now let's look at some of these others. Don't squirm, now . . . What's this? . . . and this?

Mother—What?

Dentist—More teeth than just this one need attention. But I won't touch those today. You can go along to school now, Junior.

Junior—Goodbye, Doctor. Goodbye, Mother.

Mother—I thought baby teeth didn't need attention. They have to come out so soon anyway.

Dentist—When a baby tooth decays it can cause almost as much trouble as a permanent one. A decayed baby tooth can cause lowered resistance and frequently is the cause of poor school work. When a baby tooth decays it can injure the permanent tooth growing beneath it if attention isn't given. I want you to bring this boy in to see me every three or four months, and in the meantime I'm going to give you this tube of toothpaste. He is to brush his teeth every night and morning.

Bill Hay—The toothpaste that the dentist gave Mrs. Jones was Pepsodent. . . .

Father's Conscience Pricked

THE THIRD episode is that night, at the home of the Joneses.

Mother—Well, it's good to have Junior's teeth all fixed. Whether they're baby teeth or permanent teeth we'll never let them be neglected again.

Father—It was pretty nice of Dr. Brown to put off that hunting trip so Junior wouldn't have to miss any school. I always liked him, and I have a lot of confidence in his work.

Mother—But you know, I'm embarrassed about one thing. We haven't paid him for that work you had done about six months ago. And his bill was so reasonable, too.

Father—By gosh, that's right. I've meant to pay him, but you know, dear, we've had so many bills. . . .

Mother—I don't believe we have any others as old as that, though.

Father—No, I guess the money has gone to those that yelled the loudest. It's a good thing that dentists aren't like some of these big corporations, otherwise he wouldn't have done a thing for Junior until that old bill was paid.

Mother—That's true.

Father—Get me the check book, mother. I'll get that check in the mail tonight for sure. . .

It is easy to see that these dramatic announcements will keep listeners interested, and that they won't make any enemies for Pepsodent in the dental profession, either. In short, they'll help to sell more toothpaste—and that's the principal thing Pepsodent is really interested in.

INSPIRES SONG

Commercial Feature Gives Theme To "Threads of Happiness"

DURING the last five years or so many popular song-hits have borrowed their titles from successful motion pictures. But a new song just published, "Threads of Happiness", appears to be the first instance of an independent song-hit being inspired by a commercial radio program. The program, of course, is "Threads of Happiness" sponsored by the Spool Cotton Co., New York, over 56 CBS stations.

A few weeks ago, a team of song writers approached Donald Cornell, radio director of the Paul Cornell Co., New York agency, creator of the Spool Cotton Company's program, with the song which they suggested might be used as theme song. Fearing to stereotype his program by the use of a theme song (it already has as its signature, six musical chords, symbolic of the 6-cord feature of J. & P. Coat's and Clark's O.N.T. sewing thread), Mr. Cornell turned it down. But he offered the comment that in his opinion it was good enough to merit purchase by a music publisher. The composers took the hint and made a sale—to no less a publisher than Irving Berlin!

"Threads of Happiness" was first sung by Morton Downey on his sustaining period and has been used by Tommy McLaughlin (baritone of the "Threads of Happiness" program) during his personal appearances. It had its first plug on its namesake program.

KOIL shows 400% Increase because KOIL shows RESULTS

Four times as many satisfied advertisers are using KOILTIME as last year—proof of a listening audience that prefers KOIL programs and KOIL policies—and backs up their preference by patronizing KOIL advertisers. *KOIL shows results.*

KOILTIME users have their choice of anything from 40-word breaks to sponsorship of accepted studio programs—with the help of a competent continuity and merchandising department to make every broadcast profitable.

KOIL KRAZY KWILT in preparation

This new Saturday nite feature is produced and broadcast from local theatre stage by 30 studio artists and popular orchestra. Ready for sponsorship in April. Write for rates.

Affiliated with NBC's Blue Network

KOIL OMAHA

THE TEST STATION

"Voice of Barnsdall— the World's First Refiner"

COMMERCIAL DEPT., • OMAHA, NE

FREQUENCY MEASURING SERVICE

Many stations find this exact measuring service of great value for routine observation of transmitter performance and for accurately calibrating their own monitors.

MEASUREMENTS WHEN YOU NEED THEM MOST

R. C. A. COMMUNICATIONS, Inc.

Commercial Department

A RADIO CORPORATION OF AMERICA SUBSIDIARY

66 BROAD STREET NEW YORK, N. Y.

NAB Opens Fight on ASCAP

(*Continued from page 7*)

thor. While there is little hope for the passage of such legislation at the current special session which is likely to end in June, it will form the basis of hearings at the new session beginning in January. Congressional sentiment is almost universally in favor of the broadcasters and other users of copyrighted music who have heaped criticism upon ASCAP and its allegedly extortionate tactics in taxing them so highly for the right to use their music.

Year of Negotiations

THE NAB action culminates more than a year of effort to work out a revision of copyright fees for broadcasting amicably. Early last year a special copyright committee of the NAB attempted to devise a new copyright scale to supplant the flat rate basis which heretofore had netted ASCAP nearly $1,000,000 a year. This effort proved futile, and following a series of conversations which finally yielded the 3-4-5 per cent plan, which the NAB accepted under threat of having ASCAP withdraw all performing rights from radio, Mr. Schuette was appointed to arbitrate with Mr. Mills.

Beginning Sept. 1 Mr. Schuette had numerous conferences with ASCAP officials, only to have them halted by Mr. Mills, who said he would no longer negotiate with Mr. Schuette on any basis but was willing to confer with any representative group of broadcasters on a revision. At the NAB convention in St. Louis in November Mr. Schuette was given a vote of confidence and virtual dictatorial powers in dealing with the copyright situation.

In the meantime ASCAP added fuel to the fire by giving to certain newspaper-owned stations preferential contracts and by eliminating royalty fees on funds derived from political speeches during the presidential campaign. The latter move followed attacks against ASCAP by politicians who were assessed an extra 3 per cent by stations to offset the royalty tax.

Invitation to Baker

WITH THE engagement last January of Mr. Baker, former Secretary of War, as generalissimo of NAB copyright forces, Mr. Mills immediately dispatched an invitation to the distinguished lawyer to reopen negotiations. It was because of this invitation, constantly repeated by the ASCAP general manager, that the NAB board at an extraordinary meeting in Washington in February decided to have another conversation with Mr. Mills prior to resorting to litigation.

Following the board meeting Mr. Schuette confined his activity to necessary details of the copyright case, so Mr. Mills could have no complaint of fighting the issue publicly. In the meantime, however, ASCAP unleashed a publicity broadside of its own in the form of a new propaganda again called "Words & Music", copies of which were showered upon members of Congress, newspapers, schools, and in fact, every place it was felt they might do some good. Ivy Lee, the noted public relations counsel, was retained to direct this propaganda effort.

Many New Compositions Written by WINS Staff

WINS, NEW YORK, boasts that it is becoming the "Tin Pan Alley" of radio, and as proof points with pride to the long list of recent compositions by its sustaining artists. Some of these are:

"My Prairie Dream Girl" and "We're back in the Old Coral" by Doug McTeague; "American March" by Gregoire Franzell; "Rock-a-bye Moon" and "You're in Love" by Fred Steele; "Now We Must Say Good-bye" by Sammy Williams; "Dancing in the Starlight" by Erskine Butterfield; piano studies by Miriam Barshak; "Le Barbier de Bellville," a comic opera parody, by Marcel Etchecopar; "Making Little Plans" by Allen Prescott; lullabies by Virginia Newbegin; organ studies by Marchia Stewart; "Since You Went Away, Sweetheart" by Eddie Walters; "Mammy" by Stepin' Fetchit; "Oo-oh" by Lou Rubenstein; and a number of songs by Henry Marshall.

Good Programs Deserve
EFFECTIVE MERCHANDISING

KMBC
Offers Both
ASK FOR INFORMATION ON PROGRAMS, MERCHANDISING, AND AUDIENCE AREAS

MIDLAND BROADCASTING CO.
Kansas City, Missouri

"Good morning, Mr. Mailman"

HE may be all smiles . . . he may bring many complimentary letters in response to your programs . . . but beware! Down in that pile of mail, there may be an envelope containing a pink-slip, innocent enough in appearance, but actually an official document telling you that your station wave isn't acting very nicely these days.

Yes, the Commission is strict. It has to be in the matter of frequencies to keep the air clear. So why not avoid trouble by maintaining a rigid check on your station's carrier wave?

Westinghouse offers you a frequency measuring service second to none. Your wave is checked by equipment which duplicates that used for official purposes. The accuracy of this equipment is assured by verification daily with time signals from Arlington and weekly with the standard frequency transmission from WWV. The cost? You'll be surprised at the reasonable figures quoted.

So, if you want to be in a position to smile as you say . . . "Good morning, Mr. Mailman" . . . in other words, if you want to have that secure feeling that your station is holding to its wave . . . write the Radio Division, Westinghouse Electric and Manufacturing Company, Chicopee Falls, for more information and rates on

Westinghouse
FREQUENCY
Measuring Service

T 79550

ACTIONS OF THE
FEDERAL RADIO COMMISSION
MARCH 31 TO APRIL 15 INCLUSIVE

Applications . . .

APRIL 2

WHDF, Calumet, Mich.—Authority to install automatic frequency control.

WHAT, Philadelphia—Modification of license to have hours specified in license in accordance with time sharing agreement.

WTEL, Philadelphia—Modification of license to change hours of operation to have exact hours specified in license.

KFUL, Galveston, Tex.—Consent to voluntary assignment of license to Southwest Broadcasting Co.

WTSA, San Antonio, Tex.—Modification of license to change hours from shares KFUL to unlimited.

Applications returned: NEW, Church of Christ, Post, Tex.—CP to use 950 kc., 5 w. day, specified hours; NEW, Kenneth A. Hunter and Fred M. Hager, Jr., Owatonna, Minn.—CP to use 1310 kc., 25 w. day, specified hours.

APRIL 4

WBBX, New Orleans—Consent to involuntary assignment of license from Samuel D. Reeks.

KUOA, Fayetteville, Ark.—Modification of license to change frequency from 1390 to 1260 kc., change hours from specified to D.

KLRA, Little Rock, Ark.—Modification of license to change hours from specified to unlimited.

NEW, Rapid City, S. D.—L. C. Memmott and E. H. Carter for CP to use 1360 kc., 250 w. night-500 w. to LS, unlimited time (facilities WCAT, Rapid City).

NEW, San Diego, Cal.—William Ellis Phillips for CP to use 1420 kc., 100 w., unlimited hours.

NEW, Hilo, Hawaii—Otis Hill for CP to use 1210 kc., 100 w., D.

Applications returned: NEW, Twin City Broadcasting Co., Bloomington, Ill.—CP to use 600 kc., 250 w., unlimited hours.

W9XAK, Kansas State College of Agriculture—Renewal of visual broadcasting license.

W9XAO, Western Television Research Co.—Renewal of visual broadcasting license.

APRIL 6

WFDF, Flint, Mich.—Voluntary assignment of license to Flint Broadcasting Co.

WTAR-WPOR, Norfolk, Va.—Modification of license to increase power from 500 w. to 1 kw.

WJBY, Gadsden, Ala.—Application for CP to make changes in equipment amended to move transmitter.

KFLX, Galveston, Tex.—CP to move transmitter and studio locally.

NEW, Fremont, Neb.—Raymond M. Brannon for CP to use 1500 kc., 10 w. D., amended as to transmitter and studio location; requests 100 w. power and facilities of KFOR, Lincoln, Neb., in terms of quota units.

Applications returned: NEW, Otis Hill, Hilo, Hawaii—CP to use 1210 kc., 100 w., unlimited time.

APRIL 8

WJEJ, Hagerstown, Md.—Involuntary assignment of license of WJEJ from A. V. Tidmore.

WABI, Bangor, Me.—Modification of license to increase hours of operation from specified hours to U.

KGKB, Tyler, Tex.—CP to change equipment and increase power from 100 w. to 100 w. night, 250 w. day.

Application returned: NEW, The Derrick Publishing Co., Oil City, Pa.—Application for CP for a new station at Oil City, 1370 kc., 100 w., U.

APRIL 11

NEW, Erie, Pa.—Leo J. Omelian for CP on 1420 kc., 100 w. night, 250 w. D, U, facilities of WERE.

WFI, Philadelphia—Modification of license to increase power from 500 w. to 1 kw.

KUOA, Fayetteville, Ark.—Application for modification of license to change frequency from 1390 kc. to 1260 kc., and change hours of operation from specified to unlimited D, amended to change name of applicant to KUOA, Inc.; also CP to make changes in equipment and move transmitter locally.

KGIR, Butte, Mont.—CP for changes in equipment and increase power from 500 w. to 500 w. night, 1 kw. day.

KGGM, Albuquerque, N. M.—License to cover CP for local move and changes in equipment, granted 10-21-32.

APRIL 13

WINS, New York—CP to move transmitter from Astoria, L. I., to Carlstadt, N. J.

WHAM, Rochester, N. Y.—Modification of license to use 5 kw. transmitter, formerly licensed as auxiliary.

WIBM, Jackson, Mich.—Application for modification of license to change hours from U day, specified hours night, to simultaneous day, share with WJBK night, amended to request change in specified night hours only.

WJBK, Detroit—Application for modification to change hours from unlimited day, specified hours night, to simultaneous day, share with WIBM night, amended to request change in specified night hours only.

KREG, Santa Ana, Cal.—Changes in automatic frequency control equipment.

APRIL 15

WICC, Bridgeport, Conn.—Special authorization to increase night power 500 w., experimentally.

WBZ, Boston—Modification of license to increase power from 25 to 50 kw.

WHDH, Boston—Modification of license to change hours of operation from D to unlimited time on 830 kc., resubmitted without amendment.

WLIT, Philadelphia—Modification of license to increase power from 500 w. to 1 kw.

NEW, Hamilton, O.—William L. Slade for CP on 1370 kc., 100 w., unlimited time (facilities of WHBD, Mt. Orab, O.), amended to change frequency to 1420 kc., request all facilities of WHBD except frequency and to change antenna specifications.

KTSA, San Antonio—Modification of license to change hours of operation from sharing with KFUL to unlimited time, amended to change power from 1 kw. night, 2½ kw. D, to 1 kw. day and night.

NEW, Owatonna, Minn.—Kenneth A. Hunter and Fred M. Hager, Jr., for CP on 1310 kc., 25 w., specified hours, amended to request 100 w. D, change transmitter location, (facilities of KFMX, Northfield, Minn.)

Decisions . . .

MARCH 31

WBAL, Baltimore, Md.—Granted CP to change location of transmitter from Hanover Pike, Glen Morris, Md., to Milford Road, Pikesville, Md., and to install new antenna system.

WMIL, Brooklyn, N. Y.—Granted CP to change location of transmitter to a location to be determined in Brooklyn, and to install new transmitter and make other changes in equipment.

WFLA-WSUN, Clearwater-St. Petersburg, Fla.—Granted CP to make changes in equipment.

WAML, Laurel, Miss.—Granted license to cover CP for 1310 kc., 100 w., specified hours.

WKBH, La Crosse, Wis.—Granted special authority for the remainder of the present license period ending May 1 to use the full period from 5 to 6 p.m. daily.

KGEK, Yuma, Col.—Granted authority to change specified hours of operation until June 1.

Stations granted temporary authority to reduce hours of operation under Rule 27: WPFF, WCSC, KFYO, WMBH and WCAD.

KLPM, Minot, N. D.—Granted extension of license on temporary basis to April 10.

WTBO, Cumberland, Md.—Granted extension of special authority to reduce hours of operation from unlimited to specified hours to June 1.

Set for hearing: WLB-WGMS, Minneapolis—Granted in part temporary renewal license for term beginning 3 a.m., EST, April 1, and ending according to Rule 27; NEW, Lee Elton Spencer, Greensburg, Pa.—CP, 800 kc., 250 w., D; WRHM, Minneapolis—Modification of license to increase specified hours to include hours now assigned KFMX and 8 to 9:30 p.m. Saturdays, now assigned to WLB-WGMS for the period ending in March; KFPY, Spokane, Wash.—Application for modification of license to change frequency from 1340 kc. to 890 kc. to be heard at some time and place as applicants of KSEI; KSEI, Pocatello, Idaho—Suspended modification of license to change frequency from 900 kc. to 890 kc.; granted temporary special authorization to operate upon 890 kc. until hearing and action by Commission upon the protests filed by the Symons Broadcasting Co.

Applications dismissed at request of applicants: WQBC, Vicksburg, Miss.—Modification of license, change frequency to 880 kc., increase D power to 1 kw., and hours to unlimited; NEW, F. D. and H. D. Conard, Garden City, Kans.—CP, 1730 kc., 100 w., share with KGDA; WFDV, Rome, Ga.—CP to change frequency to 1120 kc., increase power to 250 w. and hours to U.

WHOM, Jersey City, N. J.—Granted modification of license authorizing the operation of station three-fourths time on 1450 kc., 250 w. power.

WNJ, Newark, N. J.—Station to be notified that its temporary authorization for its operation is of no further force and effect and that it must cease operation at once.

WAAT, Jersey City, N. J. (Ex. Rep. 455)—Granted modification of license and CP to install and operate equipment at WAAT with power output of 500 w. instead of 300 w. as at present; station licensed to operate D until 6 p.m., EST. Examiner Hyde sustained.

NEW, Arkansas Radio & Recording Co., Little Rock, Ark. (Ex. Rep. 457)—Denied application for CP for new station to operate on 890 kc. with 250 w. night, 500 w. D, unlimited hours, sustaining Examiner Pratt; also granted renewal of present license to operate with 250 w. on 890 kc., unlimited time, sustaining Examiner Pratt.

WFBM, Indianapolis, Ind. (Ex. Rep. 437)—Denied modification of license to reduce power from 1 kw. to 500 w. for D operation so as to provide simultaneous operation with WSBT, sustaining Examiner Hyde.

WSBT, South Bend, Ind. (Ex. Rep. 437)—Denied simultaneous D operation with WFBM at Indianapolis, sustaining Examiner Hyde.

WCGU, Brooklyn, N. Y.—Granted renewal of license on a temporary basis pending action on pending application for additional facilities on 1400 kc. at New York and Broklyn, sustaining Chief Examiner Yost.

APRIL 7

WGLC, Hudson Falls, N. Y.—Granted modification of CP to change type of equipment and granted license covering move of studio and transmitter; increase in D power, and install new equipment; 1370 kc., 50 w. night, 100 w. day, unlimited time.

KOCK, Chickasha, Okla.—Granted modification of CP extending commencement date to 30 days after this date, and completion date to 90 days after this date; also authorized to change equipment.

KPO, San Francisco—Granted license covering local move of transmitter, installation of new equipment and increasing power; also to use present equipment as auxiliary, 680 kc., 50 kw., unlimited time.

WHBC, Canton, O.—Granted license covering installation of new equipment, 1200 kc., 10 w. night and day, specified hours.

WFEA, Manchester, N. H.—Granted continuance of special authority to operate with precise frequency control simultaneously with WOKO, WHP. WHEC and WCAH on 1430 kc. for period of 6 months, subject to discontinuance without notice.

WTAD, Quincy, Ill.—Granted temporary license and designated application for hearing.

WBBC, Brooklyn, N. Y.—Granted temporary license subject to such action as Commission may take on pending application for renewal, and designated renewal application for hearing.

WMCA, New York—Granted license covering construction of new auxiliary transmitter and moving same from Hoboken to New York; 570 kc., 500 w., for emergency purposes only.

KWEA, Shreveport, La.—Granted extension to May 1 of special authority to remain silent pending action on CP and renewal application now pending.

Set for hearing: WDRC, Hartford, Conn.—Modification of license to increase power from 500 to 1000 w.; KGIR, Butte, Mont.—Modification of license to change frequency from 1360 to 1340 kc.; KGAR, Tucson, Ariz.—Modification of license to change frequency from 1210 to 1450 kc. and increase night power from 100 to 250 w. (facilities of KVOA); WNBW, Carbondale, Pa.—Involuntary assignment of license from WNBK, Inc., to G. F. Schessler and M. E. Stephens d/b as Home Cut Glass & China Co.; WROL, Knoxville, Tenn.—CP to change frequency from 1310 to 1240 kc., increase power from 100 to 250 w., and change hours of operation from unlimited to half time with WKAQ; WPRO-WPAW, Providence, R. I.—Modification of CP to change frequency from 1210 to 630 kc. and increase power from 100 to 250 w.

KGMP, Elk City, Okla.—Upon receipt of an order from the Court of Appeals of the District of Columbia dismissing this appeal, the action of the Commission of July 1, 1932, has become final. Secretary directed to delete call letters of KGMP. Facilities were granted to E. M. Woody, issued CP for new station.

WMBH, Joplin, Mo.—Oral argument on Examiner's Report No. 462, recommending denial of application for modification of license to change hours of operation and providing for an increase from 35 to 71½ hours per week to be heard before Commission April 19.

NEW, 31st Street Baptist Church, Indianapolis, Ind. (Ex. Rep. 442)—Denied application for CP to erect a new broadcast station at Indianapolis, on which a conditional grant was made on June 30, 1932, and later suspended, to operate on 600 kc., 250 w. D. Examiner Hyde sustained.

KGNO, Dodge City, Kans. (Ex. Rep. 451)—Granted increase in power from 100 to 250 w. and change in frequency from 1210 to 1340 kc. Examiner Hyde reversed.

WJSV, Alexandria, Va.—Denied application for license to cover CP to operate station transmitter on Mount Vernon Highway, near Potomac Yards, 1½ miles from center of Alexandria; order effective at expiration of the present test period at 3 a.m. on May 1.

KGCA, Decorah, Iowa—Granted 5-day special authority to operate station with reduced power of 60 w. because of failure of power plant.

NEW, Portland Maine Publishing Co., Portland, Me.—Granted order to take depositions filed on behalf of The Portland Maine Publishing Co. in re hearing on application for CP, set for April 18.

WKBZ, Ludington, Mich.—Granted special authority to reduced hours of operation.

KFBK, Sacramento, Cal.—Granted order to take depositions in re hearing on CP application May 1.

WPFB, Hattiesburg, Miss.—Granted special authority to remain silent from April 1 to June 1.

APRIL 11

WHIS, Bluefield, W. Va.—Granted renewal of license, 1410 kc., 250 w., sharing equally with WRBX, and application dismissed from hearing docket.

WCOC, Meridian, Miss.—Granted renewal of license, 880 kc., 500 w. night, 1 kw. LS, unlimited time, and application dismissed from hearing docket.

WTFI, Athens, Ga.—Granted renewal of license, 1450 kc., 500 w., unlimited time, and application dismissed from hearing docket because WGST's application for facilities of WTFI has been dismissed.

WHOM, Jersey City, N. J.—Granted approval of the specified hours of operation, pending resumption of operation by station WBMS or the assignment of the facilities of WBSM.

KTRH, Houston, Tex.—Granted extension of special experimental authority to operate with 1 kw. power for period of 60 days from April 14.

WJSV, Alexandria, Va.—Granted special experimental license to operate until 6 a.m. May 1, 1460 kc., 10 kw., midnight to 6:30 a.m. daily in addition to regular broadcast hours, to determine results of new antenna system.

KLPM, Minot, N. D.—Regular license extended until April 30 pending installation of frequency monitor.

Set for hearing: WRAM, Wilmington, S. C.—Renewal of license; WBBX, New Orleans—CP to change location of transmitter locally, and install new transmitter; also involuntary assignment of license from Samuel D. Reeks to Coliseum Place Baptist Church.

WBBX, New Orleans, La.—Denied authority to use transmitter of WJBO pending action and construction (if authorized) on request to move transmitter.

WGN, Chicago—Denied protest and motion for reconsideration of decision of Commission of March 26 granting WBBM, Chicago, and KFAB authority experimentally to synchronize specified night hours.

KFOR, Lincoln, Neb.—Authority heretofore granted to Howard A. Shuman for voluntary assignment of license of KFOR to Cornbelt Broadcasting Corp., Lincoln, Neb., suspended because Shuman charges in effect breach of contract; case designated for hearing. Protest of Louis B. Caspin, Lincoln, Neb., denied.

WBEN, Buffalo, N. Y.—Granted authority to present further evidence with reference to application for CP for new television station at Buffalo, heard before Examiner Pratt on March 20.

WNBX, Springfield, Vt., and WKFI, Greenville, Miss.—Granted special temporary authority to reduce hours of operation for period ending June 1.

KWKC, Kansas City, Mo.—Denied request to operate from 12 midnight to 6 a.m., for period of 10 days, in order to broadcast all request commercial programs for benefit of attendance at beer parties.

APRIL 14

WSAN, Allentown, Pa.—Granted consent to voluntary assignment license to WSAN, Inc.

WHDF, Calumet, Mich.—Granted authority to install automatic frequency control.

WNAD, Normak, Okla., and KGGF, Coffeyville, Kans.—Granted WNAD authority to remain silent from midnight, April 29 to Tuesday night, Oct. 3, 1933, and station KGGF authorized to use time of WNAD during period.

WBHS, Huntsville, Ala.—Granted authority to Virgil Evans on behalf of WBHS, to remain silent from April 1, pending outcome of hearing and while station is being rebuilt.

Set for hearing: WPHR, Petersburg, Va.—Renewal of license.

NEW, C. C. Crawford, Haynesville, La.—CP for new station, 1370 kc., 50 w., specified hours (facility of KWEA, Shreveport, in quota units).

WCAO, Baltimore—Modification of license to increase power from 250 to 500 w.

WHOM, Jersey City, N. J.—Modification of license to change time from sharing with WBMS to unlimited (facilities of WBMS).

WILL, Urbana, Ill.—Modification of license to increase operating D power from 500 w. to 1 kw. (facilities of station WEBS in terms of quota units).

Action on examiners' reports: NEW, Alexandria, La., W. H. Allen & Company (Ex. Rep. 447)—Denied CP for a new station to operate D, 1210 kc., 100 w. power (facilities of KWEA), sustaining Examiner Hyde.

KWEA, Shreveport, La.—Denied CP for removal of station to Baton Rouge, but granted authority to reconstruct transmitter, sustaining Examiner Hyde in part.

KTFI, Twin Falls, Ida. (Ex. Rep. 449)—Granted modification of license to increase D time power from 500 w. to 1 kw., sustaining Examiner Pratt.

KGKX, Sandpoint, Ida.—Denied renewal of license to operate U on 1420 kc., 100 w., sustaining Examiner Pratt.

WKBH, LaCrosse, Wis. (Ex. Rep. 454)—Granted modification of license to change hours of operation from specified hours to U, 1380 kc., 1000 w. power, reversing Examiner Pratt.

NEW, Albany, Mo., The American Legion (Ex. Rep. 443)—Denied CP for a new station on 1200 kc., 100 w. U, facilities of KFWF and WIL, sustaining Examiner Pratt.

KFWF, St. Louis, Mo.—Denied renewal of license on 1200 kc., 100 w. night, 250 w. LS, sharing with WIL, sustaining Examiner Pratt. WIL, St. Louis, Mo.—Granted renewal of license U on 1200 kc., 100 w. night, 250 w. LS, sustaining Examiner Pratt.

KHJ, Los Angeles—Granted permission to intervene in application of KSEI for modification of license.

KECA, KFAC, KQW, KFBK, KTM, KELW—Hearing on application for facilities of KTM and KELW set for May 1, extended to June 1, 1933.

NEW, Atlas Broadcasting Corp., Jersey City, N. J.—Application for CP for new kstation, 1450 kc., 500 w. LT, dismissed at request of applicant.

KFAC, Los Angeles, Cal.—Granted authority to take depositions in re application set for hearing June 1.

Examiners' Reports . . .

WGST, Atlanta, and NEW, W. E. Dobbins and Laurice C. Coleman, Atlanta—Examiner Pratt recommended (Report 469; Dockets 1909 and 1857) that application of WGST for renewal of license be renewed and that application for CP for WGST's facilities be denied.

WWL, New Orleans; KWKH, Shreveport; International Broadcasting Corp., Shreveport; National Union Indemnity Ass'n, Shreveport, and Virgil V. Evans, Spartanburg, S. C.—Chief Examiner Yost recommended (Examiner's Report No. 470) that application of WWL for unlimited time on 850 kc. with 10 kw. be granted; that KWKH application for renewal of license be denied, and that applications of other applicants for KWKH's facilities be denied.

STUDIO NOTES

"THE ENJOYMENT of Music" titles a new music course scheduled to start April 13 on WEVD, New York, under the direction of Sigmund Spaeth. The course will be a serious attempt to explain the fundamentals of music, with illustrations on the piano, though the material will be treated in a popular manner. The course has the endorsement of heads of departments of music in leading New York colleges.

RECORDINGS of broadcasts from WBBM, Chicago, heard in New Zealand have been made by E. H. Scott, Chicago radio engineer and manufacturer, who is on a tour through New Zealand and Australia. Mr. Scott reported the signals clear enough at a distance of 8,284 miles to make program listening enjoyable.

KHJ, Los Angeles, celebrated its eleventh anniversary with a special program April 13.

WHOM, Jersey City, is broadcasting a series of Wednesday evening programs featuring Mrs. Luther Burbank, widow of the noted naturalist, in intimate talks on "Plant Wizard".

NEW YORK, Schenectady, Cleveland and Chicago joined in a special program April 9 marking the inauguration of the new 50 kw. transmitter of KPO, San Francisco.

"HAWAIIAN SKETCHES", featuring Joseph Kamakau and his Serenaders, are being presented by CBS Saturday nights directly from Waikiki beach, Honolulu, via KGMB, Honolulu, over short wave relays.

MORE THAN 25 individual acts of the WLS (Chicago) Barn Dance were to participate in the celebration of the station's ninth anniversary April 15 in the Eighth Street Theater, Chicago.

COLLEGE POETS, graduate and undergraduate, are being discussed and read by Alma Bradley Rush in a series of programs on WOR, Newark.

DRAWING talent from its own commercial as well as artist staff, KMOX, St. Louis, on March 22 started a feature titled "Do You Know—KMOX Artists", conducted in interview form by Nancy Frazer, publicity director. J. C. Hetherington, assistant sales manager, and Theodore White supply copy. James Huffman, organist, plays, and William McKamy, who recently joined the commercial staff from the Gardiner Agency, plays the piano.

KTAB will observe spring housecleaning in April by moving its executive offices and studios from Oakland back to San Francisco. The change had been made recently from San Francisco to Oakland but, after six weeks across the bay, the management decided to transfer activity back to San Francisco. Transmitter and auxiliary studios remain in Oakland.

PALMER Strikalite Match Company's program on WOC-WHO, Davenport-Des Moines, featuring the skit "Millie and Marge", furnished the inspiration to Mr. and Mrs. Brock, of Washington, Ia., for names for their newborn twins. To their namesakes, the original Millie and Marge sent rings and to the parents telegrams of congratulation.

CALIFORNIANS, Inc., San Francisco tourist-settler organization, has made arrangements with KPO to intersperse a series of floating announcements daily at two hour intervals. These are confined to one sentence such as "San Francisco's Chinatown is the largest in the world outside of China", etc.

STAFF MEETINGS, characterized by discussion of station problems and impromptu musical selections by staff members, are being broadcast each Thursday afternoon by WCKY, Covington, Ky.

THREE classroom lectures are being broadcast weekly from the University of Chicago over KYW, effective April 3.

EQUIPMENT

TWO NEW STUDIOS for WGN, Chicago, have just been completed in the Tribune Tower. They have been designed particularly for dramatic shows and the two CBS features originating at WGN—"Easy Aces" and "The Devil Bird". The studio equipment was supplied by Johns-Manville & Co., and the control panels were supplied and installed by Jenkins & Adair, Chicago.

REPEATER stations for amplification of lines linking broadcast stations in the Amalgamated Broadcasting System, the proposed Ed Wynn network, have been designed, constructed and installed by the Frazier Amplification Co., Philadelphia, engineering subsidiary of WPEN, Philadelphia.

KWKH Time to WWL

REMOVAL from the air of KWKH, Shreveport, La., operated by W. K. Henderson, and award of full time on the 850 kc. clear channel to WWL, New Orleans, was recommended to the Radio Commission April 14 by Chief Examiner Yost. Simultaneously, Mr. Yost recommended that three other applications for KWKH's facilities be denied. In his report, Examiner Yost declared that although Henderson claimed that the various crusades and campaigns be conducted over the station were in the public service "it clearly appears that in each instance the campaign resulted in substantial financial benefits either to W. K. Henderson personally or to one of the corporations which he controlled." WWL is represented by Paul M. Segal, B. M. Webster and G. S. Smith.

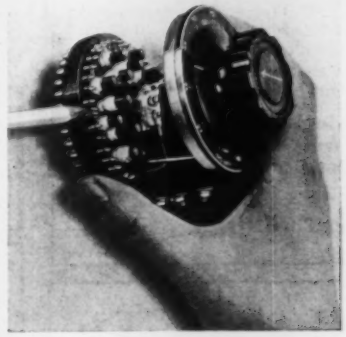
Announcing

THE IDEAL MIXER CONTROL

TYPE 653
VOLUME CONTROL

Type 653-MA 50 ohms
Type 653-MB 200 ohms
Type 653-MC 500 ohms
All sizes, same price:

$12.50



THIS new General Volume Control is mechanically rugged and free from noise, even in low-impedance dynamic and ribbon-type microphone circuits. Nothing equals it in reliable performance. Note these features:

FEATURES

Large number of steps, no sliding contacts on wire
Linear attenuation up to 45 db
Complete cutoff
GR precision-resistor construction

SEND TODAY FOR THIS MIXER BULLETIN
Ask us to send you Bulletin Ex-3303B which describes many tested mixer circuits for practically any installation.

GENERAL RADIO COMPANY
CAMBRIDGE, MASSACHUSETTS

Survey Shows 24 Scholastic Stations

National Committee Reveals Radio Education Findings

THE FIRST comprehensive and constructive survey of the operation of radio stations and use of radio for education by land-grant colleges and state universities, just published by the National Committee on Education by Radio, shows there were 24 such institutions licensed to operate their own broadcasting stations, with powers ranging from 100 to 10,000 watts, when the inquiry was completed.

Three of these, it is admitted, have leased their facilities to other interests (commercial), namely, WAPI, Alabama Polytechnic Institute; KUOA, University of Arkansas, and KOB, New Mexico State College. A fourth is not thus listed but is known to be leased commercially also, namely, WESG, Cornell. Another, WPSC, of Pennsylvania State College, has voluntarily been abandoned.

The work largely of Tracy F. Tyler, prepared under the direction of a joint survey committee, the 150-page volume is factual in the main, and carries an introduction by Dr. William John Cooper, U. S. Commissioner of Education. It has a chapter devoted to opinions solicited from 631 administrators in 71 educational institutions, which is particularly significant in that the questions probe directly into the reasons why higher educational institutions do or do not broadcast and inquire into other attitudes of educators toward broadcasting.

To the question why their institutions are not now operating a radio station, 361 educators gave response as follows: lack of funds, 304 (84 per cent); doubt as to educational value, 42 (11.6 per cent); feel broadcasting not a proper function of the institution, 13 (3.6 per cent); satisfied with commercial station cooperation, 90 (24.9 per cent); unable to secure a license, 4 (1.1 per cent).

These figures alone would appear to discount the conclusions reached by Mr. Tyler in a supplementary and highly opinionated brochure titled "Some Interpretations and Conclusions of the Land-Grant Radio Survey", in which he expounds again the National Committee on Education by Radio's policy of deriding commercial operation of broadcasting stations and demanding that the federal government reserve frequencies for educational stations.

"The present exercise of authority over state educational institutions by the Federal Radio Commission in the allocation of broadcasting facilities," Mr. Tyler states, "is an invasion of the rights of the states to control education." Mr. Tyler insists on the right of any educational institution to use radio, calls it "the most economical plan" to use facilities of commercial stations that serve states adequately, but concludes that when more time is wanted the institution should establish its own station.

"When one of these institutions has made all the necessary preparations to establish its own broadcasting station," he declares, "it should be mandatory upon the Federal Radio Commission to issue a license and assign such power, frequency and hours of operation as may be necessary to enable the institution to render a reasonable service to its constituents." What should be done with the existing stations that would inevitably be superseded by such an influx of educator-stations, Mr. Tyler does not suggest.

School Contest

PUPILS of public, parochial and private schools in Cuyahoga county, Ohio, have been invited to submit essays on what programs they like best by WHK, Cleveland. The contest is open only to junior and senior classes. The boy and girl whose essays are considered best will be given an expense-free trip to Columbus, a sightseeing trip around the state's capitol and a visit to WHK's sister station, WAIU.

FOR SALE
STATION COMPANY STOCK

100% interest in private corporation owning a modern, well established 500-1000 watt broadcasting plant, unlimited time, chain connection located in center of one of richest trade territories in nation. Splendid opportunity for wholesale commercial development by experienced interests.

Price $35,000 Cash or will finance at $40,000 to suit responsible parties.

Address:
Box 88, BROADCASTING

CLASSIFIED ADVERTISEMENTS

Classified advertisements in BROADCASTING cost 7c per word for each insertion. Cash must accompany order.
Forms close 28th and 13th of month preceding issue.

Situations Wanted

Young lady holding first class radiotelephone license desires position in broadcasting station. Experienced operator and announcer. Musical training and typist. References. Address Box 89, BROADCASTING.

Available, thoroughly trained station engineer, 13 years technical experience, including 4 years with networks, 2 years Government. Excellent references. Salary secondary. Box 90, BROADCASTING.

Experienced announcer-operator, at present employed, wants to make change. Good references. Box 87, BROADCASTING.

PROFESSIONAL DIRECTORY

JANSKY and BAILEY
Consulting Radio Engineers
Commercial Coverage Surveys
Allocation Engineering
Station and Studio Installations
Engineering Management
National Press Bldg. Wash., D. C.

GLENN D. GILLETT
Consulting Radio Engineer
Synchronization Equipment Design. Field Strength and Station Location Surveys
Antenna Design Wire Line Problems
National Press Bldg. Washington, D. C.
N. Y. Office: Englewood, N. J.

RADIO RESEARCH CO., Inc.
Broadcast Station Engineering
Instrument Design and Manufacture
9th and Kearny Sts., N. E.
Washington, D. C.

Radio Free Speech

(*Continued from page 14*)

with the other. Instead, to use a phrase I have often used before, I have thought of them as twin media, the one appealing to the eyes, the other to the ears; the one, the printed word—the other, the spoken word.

"I do not take issue tonight with the great body of clean newspapers in this country, whose stand on radio, it is very evident, is identical with mine; they are newspapers which use radio, and cooperate with it; newspapers fully in line with the progress and new ideas of public service which radio presents. But there is a phrase, 'yellow journalism', which is familiar to every American citizen; and unjustified attacks, motivated by any personal reason or resentment, can only be termed 'yellow journalism'. Radio, by presenting both sides, uncolored, and unbiased, of any question, combats and defies yellow journalism. It combats any influence or force, which would give the public only one side of a question.

Free Speech Medium

"RADIO is the greatest advocate the world has today for freedom of speech. It has brought you the voice of the President, the voices of kings and queens of other lands; it has brought you the voices of great teachers and scientists, the voices of adventurers and explorers, of great leaders in every phase of man's development. Radio has brought into your homes discussions of every topic of public interest. Radio is the first to bring news of impending danger, the first to bring word of relief. It is a vital voice, in every home; not merely a means of music and entertainment and advertising, but much more than that.

"It is your direct wire into the hearts of your fellow man . . . the instrument by means of which millions of United States citizens are kept closely in touch with each other; by which the United States is kept in close touch with other nations of the world. *If there is any fair-minded medium in the world today it is American radio broadcasting—which offers equal opportunities to every one*—which does not alarm with headlines or sway with s k i l l f u l word, and subtle editorial policy—but is as direct and truthful as one man talking directly to another must needs be . . . *Radio stands on the record of its own spoken word, ready to give an accounting to its public at any time!*"

RADIO'S GOLD MINE!
2,000 JOKES
Arranged by Subject
STILL MORE TOASTS
Find up-to-the-minute jokes and wisecracks on any subject at a moment's notice. 505 pages, cloth bound. Price $1.80. Order from H. W. WILSON CO., 950 University Ave., New York.

Canadian Reallocation

(*Continued from page 12*)

sidered as consisting of continuous sales talk referring directly to the commodity or commodities handled by the advertiser, and which is broadcast from any station either by itself or in conjunction with a program given for entertainment purposes.

"The proportion of direct advertising permitted by the Commission shall not, under any circumstances, exceed 5 per cent of any program period.

"The total advertising content of any program period is to be kept within the 5 per cent specified by law whenever possible, but the Commission will consider as special cases, applications from stations or advertisers for approval to broadcast programs in which the combination of direct and indirect advertising may slightly exceed this figure, provided that the nature of the advertising is considered by the Commission to be acceptable to Canadian listeners.

Leeway for Networks

"THE COMPLETE continuities for all such programs, including the advertising content, shall be individually submitted to the Commission for approval, and shall be individually approved by the Commission before the program is broadcast from any Canadian station."

This interpretation gives a certain leeway to some of the network broadcasts which have been entering Canada through affiliated outlets in the Dominion. Both NBC and the CBS have made arrangements with the Commission for the further broadcasting of programs in Canada, commercial and sustaining, and a satisfactory arrangement has been reached regarding advertising content. A reciprocal agreement has also been made for sustaining chain broadcasts and Commission broadcasts, thus allowing some of the best hours in the United States and the Dominion to be put on networks in both countries.

DEPRESSION NOTES . . .

A Station Is Known By The Accounts It Keeps!

In the six months period between Sept. 1, 1932, and March 1, 1933, 80% of W-G-N's clients have either renewed or extended their contracts for broadcasts over The Chicago Tribune Station. This is the highest published renewal figure that has been called to our attention. Seasonal advertisers, of course, did not renew during this period.

A Station Is Known By The Programs It Nurtures To Chain Proportions!

Thirty broadcasts each week are produced by W-G-N for both the CBS and NBC networks,—and W-G-N is not a "key" station! W-G-N is not sold by either chain as an originating station—we produce only *resident* programs when demanded by the advertiser. Local success has prompted our clients to increase appropriations to expand to network broadcasts!

A Station Is Known By The Company It Keeps!

Despite the tendency of some advertising media to wink at standards and policies during times of business stress, W-G-N has faithfully kept the banner high. *You need never be ashamed of your neighbors on W-G-N!* Thousands of dollars in revenue have been refused by W-G-N—from accounts and products that are not W-G-N caliber. Also, W-G-N has never accepted a penny for political talks—even in a presidential and a depression year. It hurts the pocketbook—but it pays in the end, in our standing with the audience and with the *chain* and local advertisers who insist on W-G-N.

AN INDEPENDENTLY OWNED STATION AFFILIATED WITH C-B-S

WGN

THE CHICAGO TRIBUNE STATION ON THE DRAKE HOTEL
416.4 METERS—720 KILOCYCLES

WGN

NATIONAL PRESTIGE . . . . SUPERIOR PROGRAMS . . . . 25,000 WATTS POWER . . . CLEAR CHANNEL . . . . INTENSIVE ZONE 7 COVERAGE